



# AI Uncovered:

## Sage Books on the Many Facets of AI

From machine learning to ethics, discover the full spectrum  
of artificial intelligence through expert perspectives.



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## ADVERTISING IN THE DIGITAL AGE

### Theories and Practices

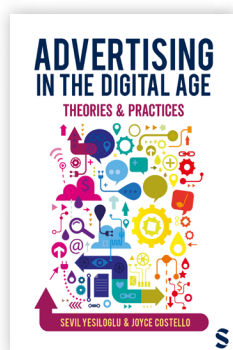
Sevil Yesiloglu, Joyce Costello

This book provides a thorough understanding of today's media landscape, highlighting how 'online' advertising differs from traditional 'offline' models. In an age of influencers, big data, AI, and social media, the world of advertising looks very different from a generation ago. Readers will learn not only about various types of advertising, but also about its impact on viewers - from buying habits to potential harm.

9781529601978 • 304pp

Apr-24 • £41.99

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## GENERATIVE AI FOR ACADEMICS

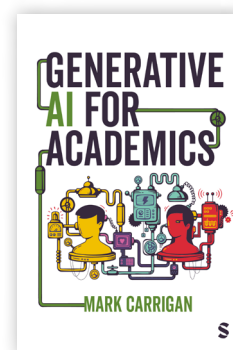
Mark Carrigan

This is an indispensable guide for academics navigating the rise of generative AI. It thoughtfully explores the rapidly evolving AI capabilities reshaping higher education, examining challenges and ethical dilemmas across the sector. It also provides useful strategies for using generative AI in scholarly work while upholding professional standards.

9781529690392 • 192pp

Dec-24 • £28.99

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## INTRODUCTION TO TEXT ANALYTICS

### A Guide for Digital Humanities & Social Sciences

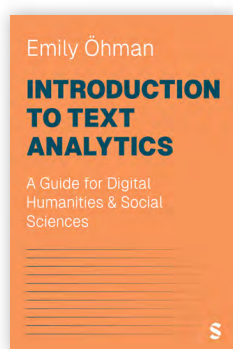
Emily Öhman

This easy-to-follow book revolutionises the approach to text mining and data analysis, equipping readers with the tools and confidence to navigate complex qualitative data.

9781529620047 • 360pp

Nov-24 • £35.99

Sage London



## GENERATIVE AI FOR STUDENTS

### The Essential Guide to Using Artificial Intelligence for Study at University

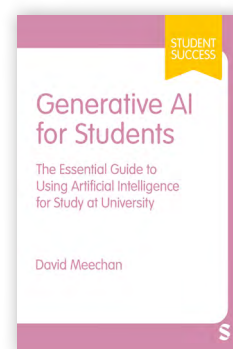
David Meechan

This authoritative guide puts a study buddy at the reader's fingertips, equipping them with practical knowledge to leverage Generative AI as a powerful study aid. It explores a wide spectrum of topics, from demystifying jargon and fostering critical thinking to addressing special educational needs, diversity, inclusion, and academic integrity.

9781529683424 • 224pp

Dec-24 • £17.99

Sage London



## A LITTLE GUIDE FOR TEACHERS: GENERATIVE AI IN THE CLASSROOM

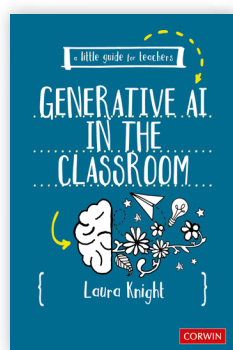
Laura Knight

Generative AI has the potential to transform teaching by reducing workload, enhancing learning, and fostering creativity. It also poses significant challenges and raises important questions. This book is for teachers who want to know more about generative AI: how it works, the ethical questions it raises and what it can do for them and their students.

9781036200794 • 96pp

Nov-24 • £14.99

Sage London



## ARTIFICIAL INTELLIGENCE AND WORK

### Transforming Work, Organizations, and Society in an Age of Insecurity

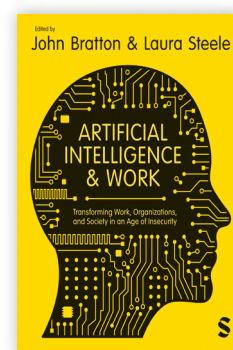
John Bratton, Laura Steele

In an era marked by insecurity from neoliberalism, financial volatility, political instability, regional conflicts, pandemics, and the climate crisis, Artificial Intelligence (AI) is revolutionising our work, organisations, societies, and the environment. This critical text explores who truly benefits from AI's development and deployment, offering a comprehensive overview of AI's nature, history, and applications. It delves into crucial themes such as the future of work, digitalization, neoliberalism's impact, power dynamics, ethics, inequality, gender, race, intersectional discrimination, and environmental sustainability.

9781529667257 • 296pp

Dec-24 • £38.99

Sage London



## A HANDS-ON INTRODUCTION TO BIG DATA ANALYTICS

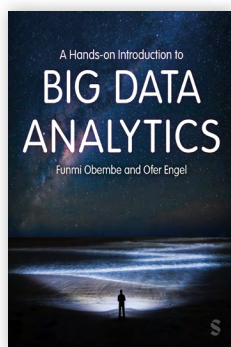
**Funmi Obembe, Ofer Engel**

This practical textbook offers a hands-on introduction to big data analytics, helping you develop the skills to hit the ground running as a data professional. It includes a chapter on Machine Learning.

9781529600087 • 392pp

Feb-24 • £45.99

Sage London



## EMOTIONAL AI

**The Rise of Empathic Media**

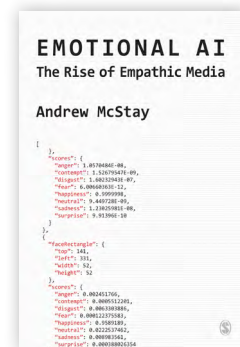
**Andrew McStay**

What happens when media technologies are able to interpret our feelings, emotions, moods, and intentions? In this book, Andrew McStay explores that very question and argues that these abilities result in a form of technological empathy. Offering a balanced and incisive overview of the issues raised by 'Emotional AI',

9781473971110 • 248pp

May-18 • £40.99

Sage London



## THE SAGE HANDBOOK OF HUMAN-MACHINE COMMUNICATION

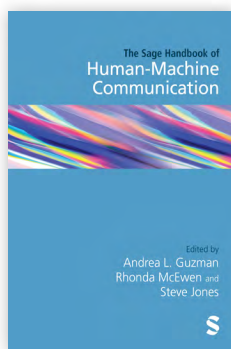
**Andrea Guzman, Rhonda McEwen,  
Steve Jones**

As a cornerstone text, this handbook serves as the touchstone for researchers and scholars engaging in new research in the fast-developing field. Chapters provide a comprehensive grounding in the history, methods, debates, and theories that contribute to the study of human-machine communication.

9781529773927 • 640pp

Jun-23 • £135.00

Sage London



## ARTFUL AI IN WRITING INSTRUCTION

**A Human-Centered Approach to  
Using Artificial Intelligence in  
Grades 6-12**

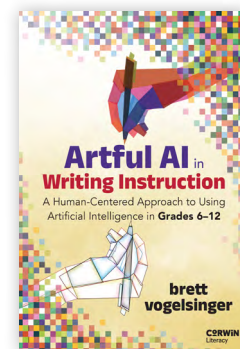
**Brett Vogelsinger**

Artful AI in Writing Instruction offers strategies and lessons for middle and high school teachers to harness AI in a positive way, integrating it into the writing process and evaluating the ethics of its usage.

9781071978597 • 232pp

Aug-25 • £28.99

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## MANAGEMENT INFORMATION SYSTEMS

**Harnessing Technologies for  
Business & Society**

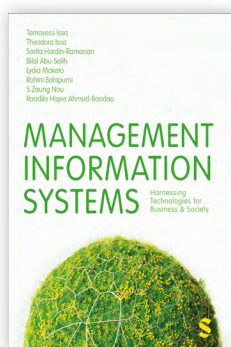
**Tomayess Issa, et al.**

This textbook offers a concise introduction to Management Information Systems, presenting core concepts in an accessible style. It adopts a contemporary approach to the evolving opportunities and challenges in business and technology, and includes a chapter on Artificial Intelligence and Knowledge Graphs.

9781529781182 • 352pp

Dec-23 • £53.00

Sage London



## FUTURE-READY TEACHING WITH AI

**Unlocking Student Potential in the  
Age of Artificial Intelligence**

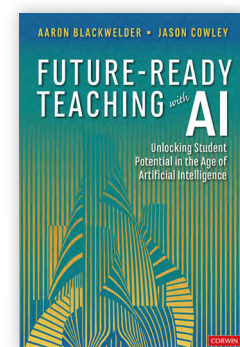
**Aaron Blackwelder, Jason Cowley**

Artificial intelligence (AI) is here and appears poised to transform education. Teachers understand that AI will not reduce the necessity for students to learn essential skills. However, it will alter teaching methods and necessitate the development of new instructional and assessment skill sets.

9781071949641 • 112pp

Mar-25 • £26.99

Corwin





## TEACHING AI LITERACY ACROSS THE CURRICULUM

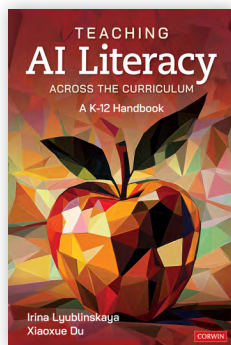
Irina Lyublinskaya , Xiaoxue Du

In an era where artificial intelligence (AI) is revolutionising every facet of life, from shopping to news consumption, it is inevitable that AI is also transforming teaching methods and student learning.

9781071964712 • 324pp

Sep-25 • £31.99

Corwin



## LET'S ALL TEACH COMPUTER SCIENCE!

A Guide to Integrating Computer Science Into the K-12 Classroom

Kiki Prottzman

This essential guide equips K-12 teachers with the knowledge and tools necessary to begin teaching computer science immediately - and does so in an enjoyable way. It includes a chapter titled 'Always Be Evolving: Chat GPT and AI.'

9781071931523 • 136pp

Jul-24 • £25.99

Corwin



## WHAT DO WE KNOW AND WHAT SHOULD WE DO ABOUT AI?

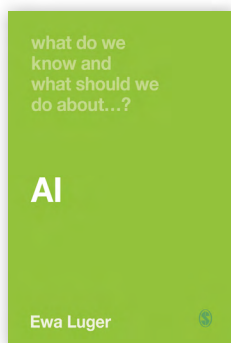
Ewa Luger

The idea of Artificial Intelligence (AI) has taken the world by storm. From fears over killer robots in sci-fi dystopias to driverless cars in real life, people are both inspired and horrified by the prospect of an advanced intelligence that is not their own. Could AI take over the world? Will it take all of our jobs?

9781529600278 • 120pp

Nov-22 • £12.99

Sage London



## DIGITAL BUSINESS

Strategy, Management & Transformation

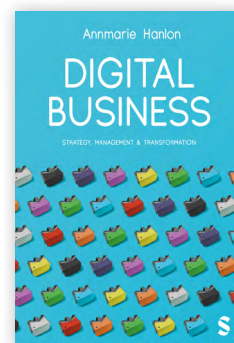
Annmarie Hanlon

This comprehensive textbook covers all the essentials for understanding and conducting business in a digital world. It includes an introduction to the digital business environment, cutting-edge coverage of data and artificial intelligence, and an exploration of the latest digital tools, platforms, and emerging technologies such as blockchain and Web 3.0. It also features a chapter on AI, Big Data, and Business Intelligence.

9781529624229 • 312pp

Mar-24 • £47.99

Sage London



## THE ARTIFICIAL INTELLIGENCE PLAYBOOK

Time-Saving Tools for Teachers that Make Learning More Engaging

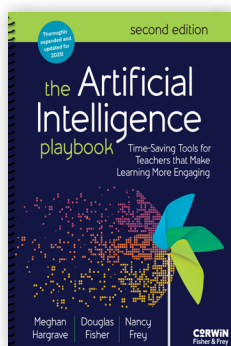
Meghan Hargrave, Douglas Fisher, Nancy Frey

Busy educators need tools that support their planning and provide them with more time with students. While artificial intelligence (AI) has emerged as a promising solution, it can only help if they are willing to continuously learn how to use it in ways that improve upon what they already do well.

9781071979822 • 240pp

Jul-25 • £30.99

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## WRITING SKILLS FOR UNIVERSITY

From Day 1 to Dissertation

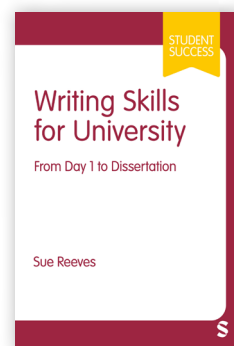
Sue Reeves

This comprehensive guide helps university students master their writing skills. From the first day to the dissertation, it covers everything needed to excel in their studies. It also provides guidance on when and how to use AI tools effectively.

9781529682250 • 248pp

Nov-25 • £15.99

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## PRINCIPLES OF MARKETING FOR A DIGITAL AGE

Tracy L. Tuten

This award-winning textbook unlocks essential concepts, theories, and frameworks for marketing in the digital age. Fully updated, it explores the skills needed to thrive as an ethical, socially-conscious marketer in today's ever-evolving digital landscape. It features cutting-edge content on the latest advancements in AI and its growing role in marketing strategies.

9781036201098 • 215pp

Nov-25 • £54.00

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## THE REFLECTIVE EDUCATOR'S GUIDE TO PRACTITIONER INQUIRY

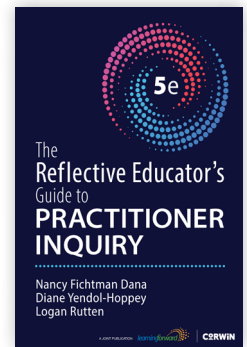
Nancy Fichtman Dana,  
Diane Yendol-Hoppey, Logan Rutten

Grounded in real-world examples and over 30 years of research in professional development, the fifth edition of this guide explores how inquiry fosters curiosity, reflection, and practical action to enhance classroom learning. It includes new sections on the relationship between AI and teacher inquiry, and how inquiry is evolving with the times.

9781071966655 • 464pp

Aug-25 • £33.99

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## HOW TO DO YOUR RESEARCH PROJECT

A Guide for Students

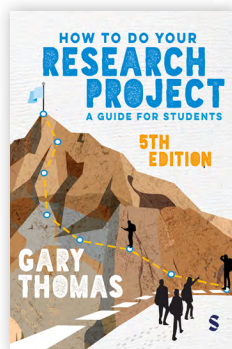
Gary Thomas

The 5th edition of this internationally bestselling guide offers a clear, coherent roadmap for anyone undertaking a research project. It provides detailed advice on using new AI tools in literature review and analysis, along with new guidance on ethical considerations in the use of social media and AI.

9781036215330 • 376pp

Nov-25 • £31.99

Sage London



## THE CODING MANUAL FOR QUALITATIVE RESEARCHERS

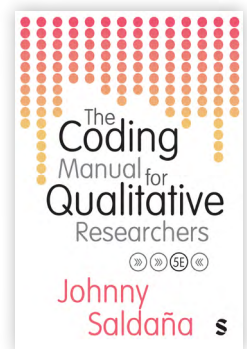
Johnny Saldaña

This essential guide explores the latest advancements in coding, including the integration of AI tools like ChatGPT-4, empowering researchers to enhance their data analysis processes and outcomes.

9781529680003 • 504pp

Mar-25 • £40.99

Sage London



## RESEARCHING INFORMATION SYSTEMS AND COMPUTING

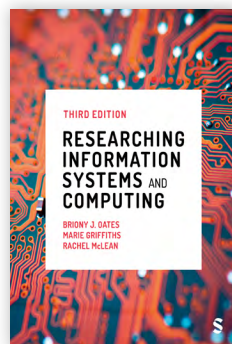
Briony J Oates, Marie Griffiths,  
Rachel McLean

Designed for information systems (IS) and computing students, this accessible textbook covers everything needed to execute a research project. The updated 3rd edition features new content on AI's role in research, including its use in literature reviews.

9781529682939 • 523pp

Oct-25 • £45.99

Sage London



## DOING A LITERATURE REVIEW

Releasing the Research Imagination

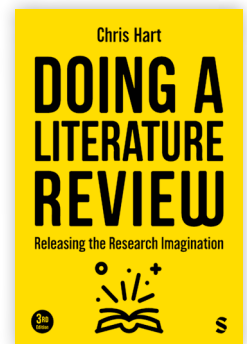
Chris Hart

This thoroughly revised and updated classic text on literature reviewing for the AI age includes contemporary examples that illustrate various methods of conducting a literature review, including leveraging the latest developments in AI applications.

9781529673098 • 448pp

Mar-25 • £34.99

Sage London



## INTRODUCTION TO UNIVERSITY TEACHING

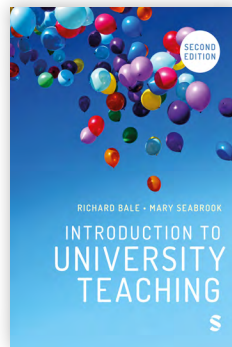
Richard Bale, Mary Seabrook

This is essential reading for anyone new to teaching in higher education. It covers key aspects of teaching and learning for early career academics, postgraduate researchers, graduate teaching assistants, and professional services staff, including those working towards Advance HE fellowship recognition. Second edition updates include: Updated discussion on the use of technology, including the impact of generative AI.

9781529680041 • 264pp

Sep-25 • £29.99

Sage London



## ORGANIZATIONAL LEADERSHIP

John Bratton

Through an analysis of key theories and topical issues such as innovation, gender, power, ethics, and environmental sustainability, the authors illustrate how leadership is intertwined with the wider organisational context and why it is increasingly seen as a shared endeavour between leaders and followers. With increasing digitalisation and the advent of AI, political marketing now involves personally targeted, evidence-based messaging with real-time engagement and sentiment analysis.

9781529793604 • 480pp

Feb-23 • £50.00

Sage London



## QUALITATIVE RESEARCH IN BUSINESS AND MANAGEMENT

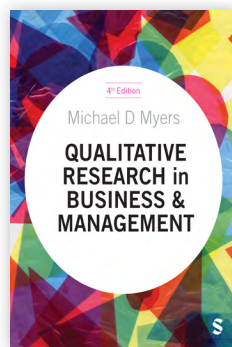
Michael D Myers

Now in its fourth edition, this text has been updated to reflect the growing popularity of online research and secondary data collection, with new content on AI, the digitalisation of qualitative research, and virtual fieldwork.

9781529667264 • 344pp

Mar-25 • £44.99

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## THE SAGE HANDBOOK OF POLITICAL MARKETING

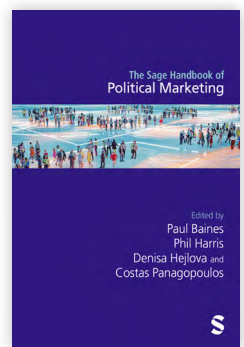
Paul Baines, et al.

This handbook is a comprehensive resource introducing the theory and practice of political marketing in a global yet localised context. It addresses global perspectives on political marketing and includes cutting-edge content on algorithms, covering recent developments in generative AI, LLMs, and synthetic media such as deepfakes.

9781529609707 • 704pp

Aug-25 • £135.00

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## MEDIA STUDIES

Industries, Texts and Audiences

Leighton Evans

This handy text covers everything you need to know! Starting with the definition and history of media studies, it explores exciting topics such as the political economy of mass media, digitalisation, AI, filter bubbles, misinformation, and more. A new chapter on Leadership and Artificial Intelligence discusses the rise of AI and big data, and how AI affects employment relationships and leader-follower dynamics.

9781529602227 • 304pp

Feb-25 • £35.99

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## DIGITAL MEDIA AND SOCIETY

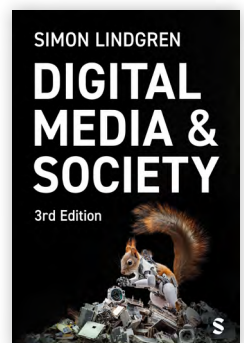
Simon Lindgren

In today's world, digital media and the social are irreversibly intertwined. In this cutting-edge introduction, Simon Lindgren presents a wide range of concepts and approaches to explore and understand what it means to live in a digital society. It includes a chapter on data, machine learning, and AI.

9781529681475 • 352pp

Apr-25 • £34.99

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## UNDERSTANDING DATA, CULTURE AND SOCIETY

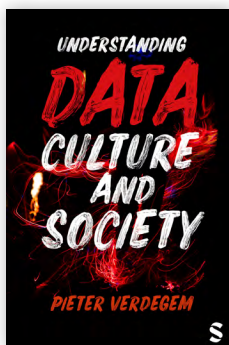
Pieter Verdegem

In this exciting new textbook, readers will discover the intricate ways in which data and society are interwoven. By explaining key concepts such as 'big data' and putting theory into practice, this book enhances expertise in data and society, offering an interdisciplinary overview of a rapidly evolving field.

9781526459145 • 256pp

Nov-24 • £34.99

Sage London



## DIGITAL MARKETING

Strategy, Planning & Disruption

Annmarie Hanlon

This fully updated third edition explores the application of AI in marketing, how digital disruption leads to transformation, and the Metaverse and its different realities. It also highlights the UN Sustainable Development Goals in each chapter and how these apply to marketing.

9781529680430 • 488pp

Mar-25 • £53.00

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## RACE, CULTURE AND MEDIA

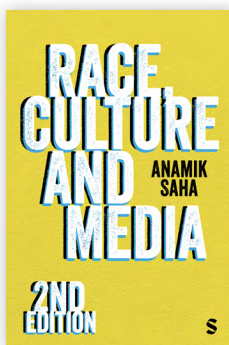
Anamik Saha

This critical, impassioned, and accessible exploration delves into the complex relationship between diversity, power, and participation. The new edition moves beyond conventional discourse, challenging readers to confront the real issues at hand.

9781529667745 • 248pp

May-25 • £35.99

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## HOW TO DO YOUR LITERATURE REVIEW

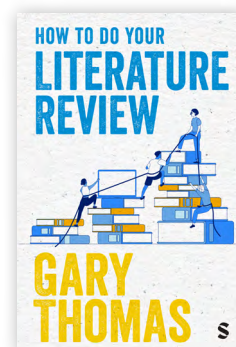
Gary Thomas

This book guides readers through every step of crafting an excellent literature review, including up-to-date advice on using AI tools to search the literature.

9781529673036 • 272pp

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## MARKETING ANALYTICS USING EXCEL

A Beginner's Guide

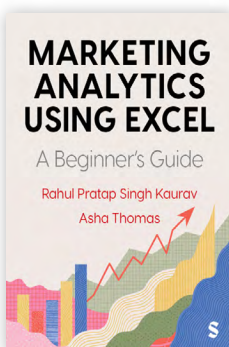
Rahul Pratap Singh Kaurav, Asha Thomas

This essential introduction to data-driven marketing simplifies complex concepts and offers practical, real-world applications. This comprehensive yet accessible guide encourages an in-depth understanding of marketing analytics, covering everything from fundamental topics and basic Excel functions to advanced subjects like AI and predictive analytics. It also includes content on Artificial Intelligence in Marketing Analytics

9781529681895 • 448pp

Mar-25 • £46.99

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## STUDENT ASSESSMENT

Better Evidence, Better Decisions, Better Learning

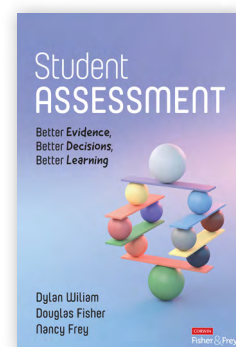
Dylan Wiliam, Douglas Fisher, Nancy Frey

This unique book introduces a new assessment model focused on decision-driven data collection and provides an arsenal of tools for collecting better evidence to enhance student learning. It includes content on addressing the challenge of ensuring authenticity in students' responses as AI-generated content becomes more common.

9781071909362 • 176pp

Aug-24 • £27.99

Corwin





## SURFACING BRILLIANCE THROUGH MEANINGFUL SCIENCE ASSESSMENT

**Shifting Practice to Reflect Today's Students and Today's Standards**

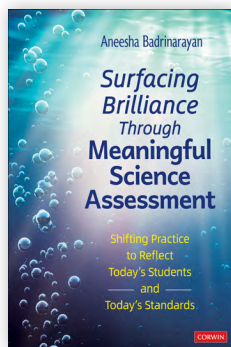
**Aneesha Badrinarayan**

This essential guide for educators and leaders rethinks how K-12 science learning is understood, evaluated, and supported. It includes forward-looking insights on integrating AI into science assessment in an age of rapidly evolving technology.

9781071968086 • 240pp

Nov-25 • £29.99

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## DATA JUSTICE

**Lina Dencik, et al.**

An essential resource for anyone working or studying in critical data studies, and for those interested in the social consequences of big data, smart technology, and AI.

9781529720945 • 184pp

Sep-22 • £34.99

Sage London



## STRATEGIC MANAGEMENT IN THE MEDIA

**Theory to Practice**

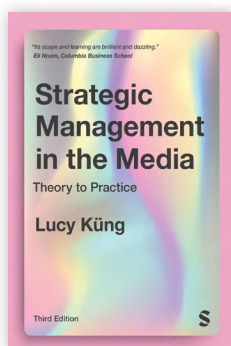
**Lucy Küng**

This fully revised third edition of the classic textbook on media strategy explores key shifts in the strategic environment, including digital platforms, streamed media, the creator economy, the metaverse, and generative AI.

9781529773699 • 280pp

Dec-23 • £41.99

Sage London



## TEACHING WRITING FROM CONTENT CLASSROOM TO CAREER, GRADES 6-12

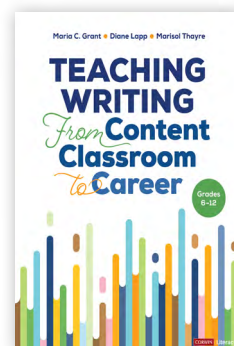
**Maria C. Grant, Diane Lapp, Marisol Thayre**

Teaching Writing From Content Classroom to Career shows how to combine writing instruction teachers already share – language selection, tone, voice, audience, organization, and style – with meaningful writing tasks so students can connect classroom writing to the world of their work and their futures.

9781071889008 • 200pp

Apr-24 • £31.99

Corwin



## MCQUAIL'S MEDIA AND MASS COMMUNICATION THEORY

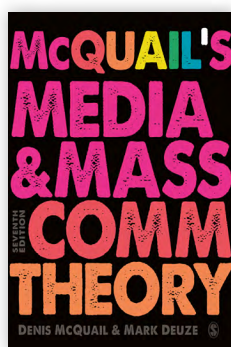
**Denis McQuail, Mark Deuze**

Now in its seventh edition, this landmark text continues to define the field of media and mass communication theory and research. It serves as a uniquely comprehensive and balanced guide to the pervasive, ubiquitous, mobile, social, and always-online media world we live in today. The book explores mass communication and media theory in an age of big data, algorithmic culture, AI, platform governance, streaming services, and mass self-communication.

9781473902510 • 688pp

Apr-20 • £47.99

Sage London



## CROSSING BORDERS

**International Studies for the 21st Century**

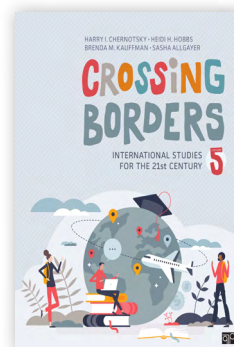
**Harry I. Chernotsky et al.**

This book provides a framework for students to understand world issues, emphasising the borders that define the international system. The new edition features updated chapters reflecting current events and trends, including the global uses and implications of AI.

9781071916308 • 392pp

Sep-25 • £114.00

CQ Press



## QUALITATIVE RESEARCH

David Silverman

A masterclass in qualitative research for social science students and researchers, this newly updated introduction covers cutting-edge issues, including content on analysing online data using AI and the new chapter 'Researchers and Machines: Navigating the methodologically responsible use of Artificial Intelligence Tools in Data Analysis' by Christian Schmieder on responsible AI use in data analysis, and more.

9781529688092 • 512pp

Nov-25 • £48.99

Sage London



## SYSTEMATIC APPROACHES TO A SUCCESSFUL LITERATURE REVIEW

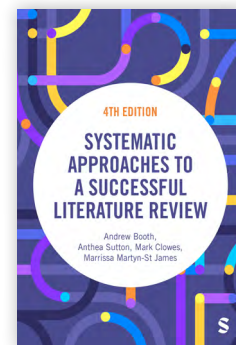
Andrew Booth, et al.

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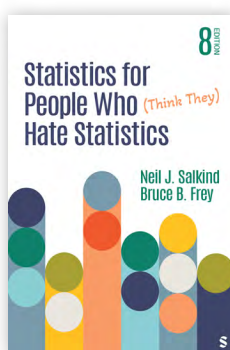
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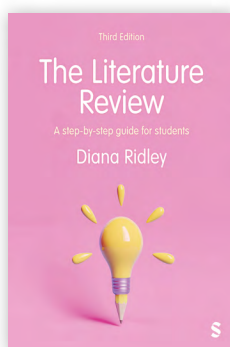
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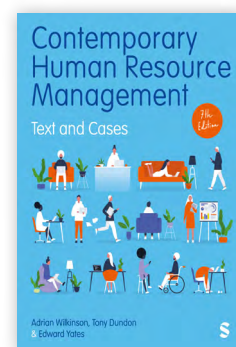
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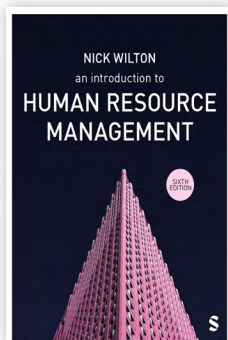
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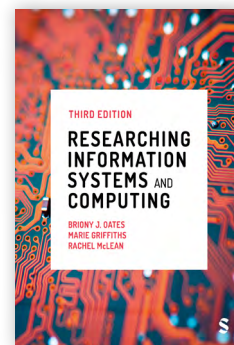
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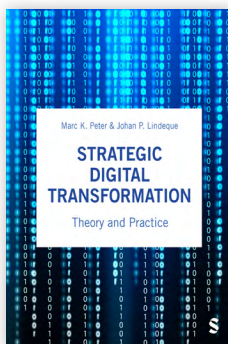
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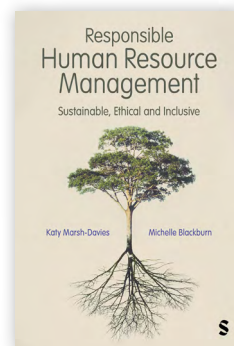
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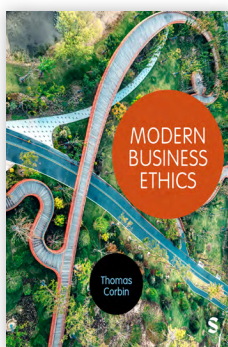
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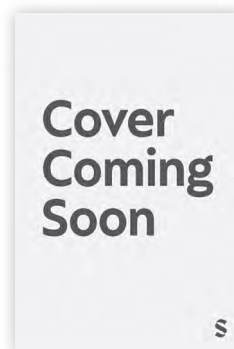
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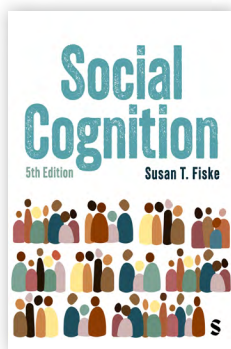
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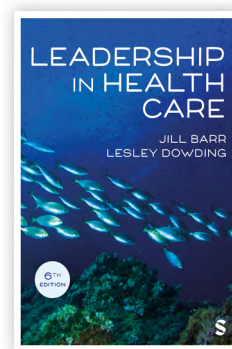
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