

dawsonera develops in the fields of business, travel, politics, current affairs and history!

This week we examine the titles of Marshall Cavendish and The Economist, two recent additions as partners of dawsonera.

Marshall Cavendish

Marshall Cavendish publishes in a variety of subjects including Business and Marketing, Management, Far Eastern History and Politics. One series stands out – the CultureShock! Series is a bestselling series of culture and etiquette guides covering countless destinations around the world. For anyone at risk of culture shock, whether a tourist or a long-term resident, CultureShock! provides a sympathetic and fun-filled crash course on the do's and don'ts in foreign cultures. These books enlighten and inform through such topics as language, food and entertaining, social customs, festivals, relationships, and business tips. CultureShock! books are packed with useful details on transportation, taxes, finances, accommodation, health, food and drink, clothes, shopping, festivals, and much, much more. These are some of the many Marshall Cavendish works available on dawsonera:

- ▷ Managing in the Discomfort Zone
- ▷ Surviving office politics : succeeding in the competitive jungle
- ▷ The Indochina Chronicles: Travels in Laos, Cambodia and Vietnam.
- ▷ The Three Gorges and the Upper Yangtze : The new Yangtze River trilogy
- ▷ The talent war : how to find and retain the best people for your company
- ▷ Transforming Your Business into a Brand: The 10 Rules of Branding.
- ▷ Cultureshock! Singapore, Korea, Belgium, Brazil, Finland, Myanmar etc
- ▷ A Sensation of Independence: David Marshall - A Political Biography
- ▷ Chinese leadership : moving from classical to contemporary
- ▷ Confessions of an American Media Man: What They Don't Tell You at Journalism School.
- ▷ I Need More Time: Finding Time When You Think You've Got None
- ▷ India: The World's Next Superbrand.

The Economist

The Economist is an imprint of Profile Books

The world renowned series of books by the Economist comes to dawsonera. The Economist publishes in the fields of management, marketing, business development, financial institutions and business standards, politics, economics and business statistics. These are some of the titles available as ebooks on dawsonera:

- ▷ Emerging markets : lessons for business success and the outlook for different markets
- ▷ Guide to financial management
- ▷ Guide to the European Union
- ▷ The future of technology
- ▷ Wall Street : a guide to the mechanisms, institutions and players
- ▷ Brands and branding
- ▷ Essential negotiation
- ▷ Guide to analysing companies
- ▷ Guide to business modelling
- ▷ The city : a guide to London's global financial centre
- ▷ Guide to management ideas and gurus
- ▷ Pocket world in figures 2009 edition
- ▷ Business consulting : a guide to how it works and how to make it work
- ▷ Business ethics
- ▷ Business strategy : a guide to effective decision-making
- ▷ China's stock market : a guide to its progress, players and prospects
- ▷ Dealing with financial risk
- ▷ Economics : making sense of the modern economy

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