



**BENTHAM
BOOKS**

“MANAGEMENT CHRONICLES”

Edited Book Series

About the Series

This is a series designed to provide insights into the evolving landscape of corporate management, examining transformative approaches driven by global shifts in business practices. This series explores and critically assesses experimental applications of changing management strategies across various domains, including marketing, human resources, finance, and healthcare. It aims to address contemporary trends, challenges, and complexities in organizational practices by focusing on key aspects such as policy, product, people, process, market, and outcomes. Unlike conventional academic documents, this series adopts a holistic approach to offer both a present-focused and forward-looking perspective. It documents corporate management processes guided by a value-based framework, where risks are carefully assessed against potential outcomes and rewards. The series covers both organic and inorganic business growth dimensions while also analyzing sustainability issues through subjective and objective lenses. Additionally, it compiles insights into promotion-driven business transformation models adopted by corporations.

Area to be covered:

- Modern Marketing
- Shifting HR Practices
- Pragmatic approaches of Finance
- Health and Healthcare research
- Business Intelligence
- Corporate case studies

At least one of the Book Editor must be from a developed country with h-index more than 10



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