

PAN-ATLANTIC



# NEW AND BESTSELLING BOOKS 2024

PAUPRESS.PAU.EDU.NG

# About Us

Pan-Atlantic University Press was instituted in 2017 during the leadership of Professor Juan Manuel Elegido (second Vice Chancellor of PAU). The principal aim of PAU Press is to serve the universities' mission by producing books of the most excellent scholarly standards, especially in the humanities. This objective was materialized by encouraging faculty to produce textbooks for teaching undergraduate and post-graduate students. In October 2017, Dr Ruth Oji, pioneer Managing Editor of PAU Press was saddled with the responsibility of nurturing the young university PAU Press into reality.

In 2022, Professor Enase Okonedo, third Vice Chancellor of the Pan-Atlantic University restructured the Pan-Atlantic University Press to be more effective in the implementation of the universities Strategic Goals. Specifically, the PAU Press was entrusted with the task of driving this strategic goal in two areas: 'Teaching & Learning' and 'Scholarship & Research'. To this end, in November 2022, Dr Nwachukwu Egbunike was appointed by the vice-chancellor as the Head of the Pan-Atlantic University Press.

Pan-Atlantic University Press has grown from modest origins into a full-fledged unit of the university, advancing the scholarly conversation in many disciplines with a wide range of books. As the knowledge production unit of Pan-Atlantic University, the Press hopes to continue propagating PAU's culture of excellence in all forms of academic publishing.

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# Our Mission

The mission statement of the Pan-Atlantic University (PAU) Press is primarily to advance the research and education objectives of the Pan-Atlantic University by publishing peer-reviewed scholarship for its community of students and scholars. Secondarily, the PAU Press will advance knowledge production through publications that are at the service and for the enhancement of the local community, Nigeria and Africa.

**PAN-ATLANTIC**



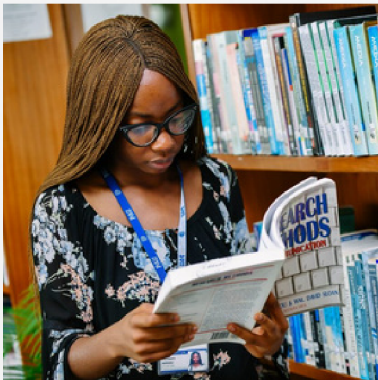
**UNIVERSITY PRESS**



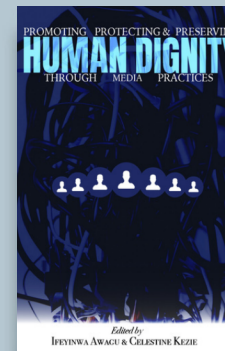
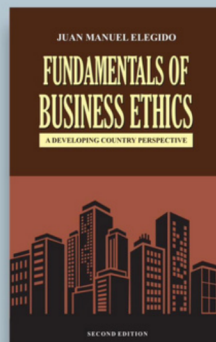
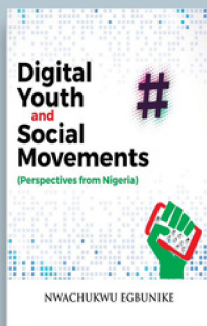
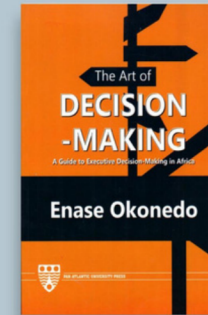
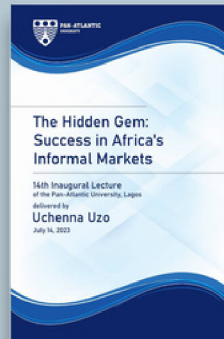
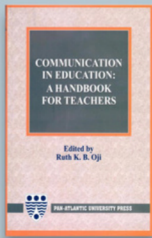
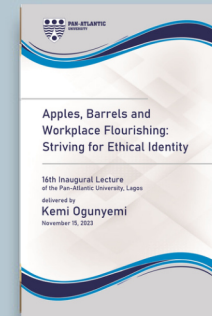
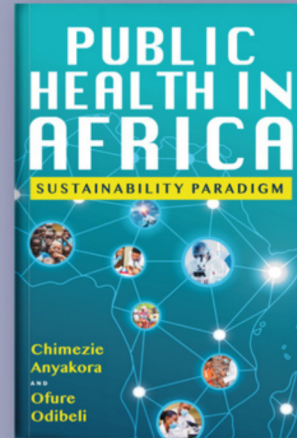
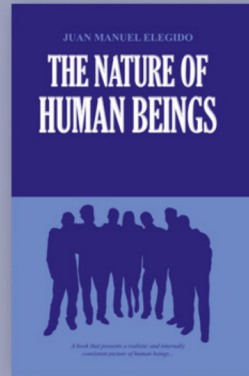
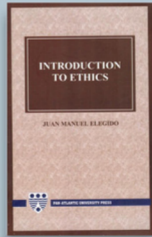


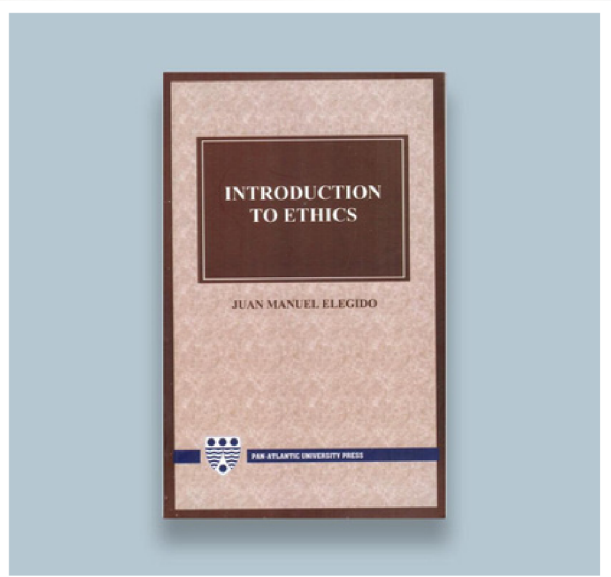
# Our Vision

The vision of PAU Press is to become the flagship of academic knowledge production in the African continent.



# OUR COLLECTION





## INTRODUCTION TO ETHICS

BY

PROFESSOR JUAN MANUEL ELEGIDO

In "Introduction to Ethics," Professor Juan brings his expertise to bear, exploring the fundamental principles that shape our understanding of right and wrong. From the timeless teachings of ancient philosophers to the contemporary ethical dilemmas of our modern world, this book offers a comprehensive and engaging introduction to the complexities of ethical thinking.

**Paperback ISBN 978-978-979-260-3 • 188 Pages • 2000NGN**  
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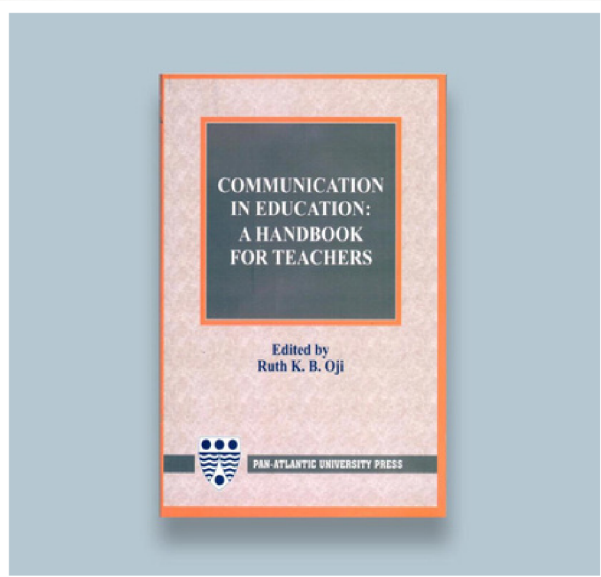
## NATURE OF HUMAN BEINGS

BY

PROFESSOR JUAN MANUEL ELEGIDO

In "The Nature of Human Beings," Professor Juan draws upon a rich tapestry of philosophical, psychological, and scientific perspectives to delve into the core essence of humanity. From the intricacies of our emotions to the complexities of our intellect, this book ventures into the very fabric of our being, unraveling the fundamental aspects that define our existence.

**Paperback ISBN 978-978-967-615-6 • 140 Pages • 2000NGN**  
**Pan-Atlantic University Press**



## COMMUNICATION IN EDUCATION

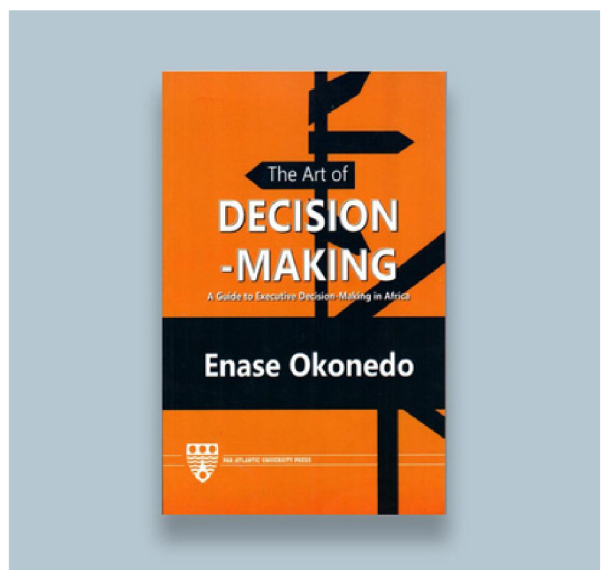
:A HANDBOOK FOR TEACHERS

EDITED BY

DR. RUTH K.B. OJI

In "Communication in Education," Dr. Ruth brings together a wealth of expertise from leading educators and communication specialists. This handbook offers practical strategies, evidence-based techniques, and insightful theoretical frameworks to empower teachers in fostering effective and meaningful communication with their students.

**Paperback ISBN 978-978-976-591-1 • 289 Pages • 5000NGN**  
**Pan-Atlantic University Press**



## THE ART OF DECISION-MAKING

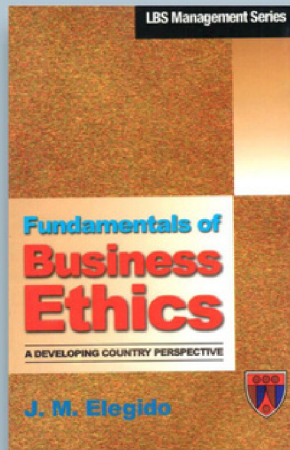
A GUIDE TO EXECUTIVE DECISION-MAKING IN AFRICA

PROFESSOR ENASE OKONEDO

In "The Art of Decision-Making," Prof Enase Okonedo draws upon her years of experience and expertise to provide a comprehensive guide specifically tailored for executives operating in Africa. This book delves deep into the nuances and challenges faced by decision-makers in the African business landscape, shedding light on the unique cultural, political, and economic factors that affect decision-making processes.

**Paperback ISBN 978-978-979-261-0 • 181 Pages • 7,700NGN**  
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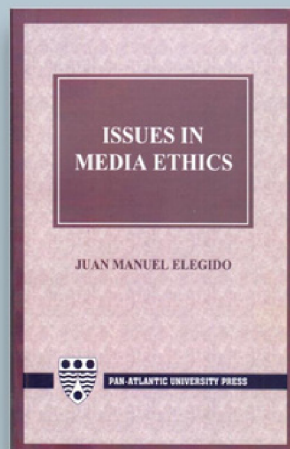
## FUNDEMENTAL OF BUSINESS ETHICS

BY

PROFESSOR JUAN MANUEL ELEGIDO

In "Fundamentals of Business Ethics," Prof Juan explores the ethical challenges faced by individuals and organizations in the business world. This book provides a comprehensive understanding of the fundamental concepts and theories of business ethics, shedding light on the importance of ethical decision-making and responsible business practices.

**Paperback ISBN 978-978-072-714-7 • 461 Pages • 4000NGN**  
**Pan-Atlantic University Press**



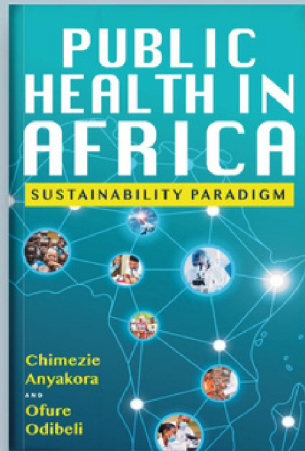
## ISSUES IN MEDIA ETHICS

BY

PROFESSOR JUAN MANUEL ELEGIDO

In "Issues in Media Ethics," Prof Juan delves deep into the ethical dilemmas and challenges faced by media professionals in today's digital age. This book provides a comprehensive exploration of the ethical considerations involved in media practices, shedding light on the evolving landscape of media ethics in a rapidly changing media environment.

**Paperback ISBN 978-978-791-532-5 • 378 Pages • 4000NGN**  
**Pan-Atlantic University Press**



# PUBLIC HEALTH IN AFRICA

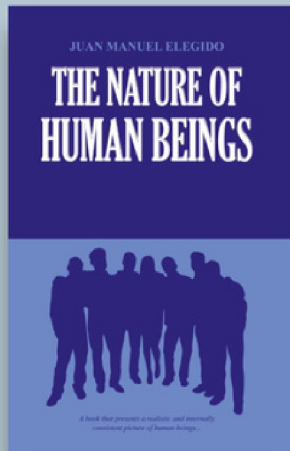
## SUSTAINABILITY PARADIGM

BY

PROFESSOR CHIMEZIE ANYOKORA AND OFURE ODIBELI

In this comprehensive book, Prof. Chimezie Anyakora and Ofure Odibeli delve deep into the concept of sustainability in public health, exploring its different dimensions and how it can be applied in the African context. They emphasize the need for sustainable interventions that are context-specific, culturally appropriate, and equitable.

**Hardback ISBN 978-978-59910-0-0 • 240 Pages • 12500NGN**  
**Pan-Atlantic University Press**



# THE NATURE OF HUMAN BEINGS

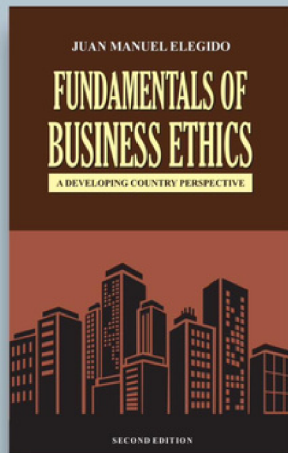
## REVISED EDITION

BY

PROFESSOR JUAN MANUEL ELEGIDO

In this thought-provoking book, Prof. Juan presents a revised edition of his groundbreaking work on the nature of human beings. Drawing on multidisciplinary perspectives, including philosophy, psychology, sociology, and biology, Prof. Juan offers new insights and updated theories on the fundamental aspects of human nature.

**Paperback ISBN 978-978-967-615-6 • 120 Pages • 3000NGN**  
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# FUNDAMENTALS OF BUSINESS ETHICS

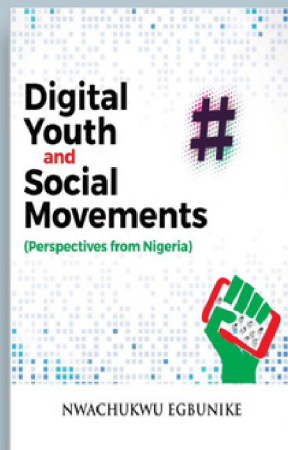
A DEVELOPING COUNTRY PERSPECTIVE (SECOND EDITION)

BY

PROFESSOR JUAN MANUEL ELEGIDO

In the second edition of "Fundamentals of Business Ethics," Prof. Juan goes further into the growing terrain of ethical challenges confronted by people and organizations within the business world. Building upon the underlying principles addressed in the previous edition, this updated version presents a more nuanced assessment of modern ethical dilemmas in today's dynamic corporate world. Through comprehensive analysis and case studies, Prof. Juan navigates readers through complicated ethical concerns, highlighting the crucial role of ethical decision-making and responsible business action. Gain a complete knowledge of ethical concepts and their practical applications in the current corporate world with this revised and extended version.

**Hardback ISBN 978-978-59910-0-0 • 240 Pages • 6000 NGN**  
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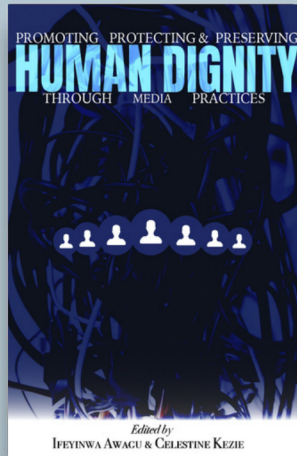
# DIGITAL YOUTH AND SOCIAL MOVEMENTS PERSPECTIVES FROM NIGERIA

BY

DR. NWACHUKWU EGBUNIKE

Egbunike's *Digital Youth and Social Movements ( Perspectives from Nigeria)* illuminate the pathway to the efficacy and sustainability of social movements and their agents. It is, therefore, a valuable source of insights and director for movement builders and only activists- Whether they are Promoting political, social environment or other social justice causes- to navigate some of the perils that undermine digital technology's contribute to building inclusive, cohesive, and democratic society in Africa.

**Paperback ISBN 978-978-59910-4-8**  
**120 Pages • 5000 NGN**  
**Pan-Atlantic University Press**



# PROMOTING PROTECTING AND PRESERVING HUMAN DIGNITY THROUGH MEDIA PRACTICES

EDITED BY


IFEYIUWA AWADU AND CELESTINE KEZIE

*Promoting, Protecting, and Preserving Human Dignity through media practices* question conventional narratives, providing new perspectives on how the media may promote, protect, and preserve human dignity in an increasingly linked world. This is a compelling resource that invites academics, media practitioners, government officials, and everyone interested in the nexus of media and human rights to reflect on the tremendous impact of media practices on our collective well-being.

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# INAUGURAL LECTURES (PAU)

Step inside the lecture halls of Pan-Atlantic University and witness the intellectual rigor and passion that permeate every page. Each lecture encapsulates the essence of a discipline, providing a deep understanding of complex issues and offering new perspectives that challenge conventional wisdom.

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**The Hidden Gem:  
Success in Africa's  
Informal Markets**

14th Inaugural Lecture  
of the Pan-Atlantic University, Lagos  
delivered by  
**Uchenna Uzo**  
July 14, 2023

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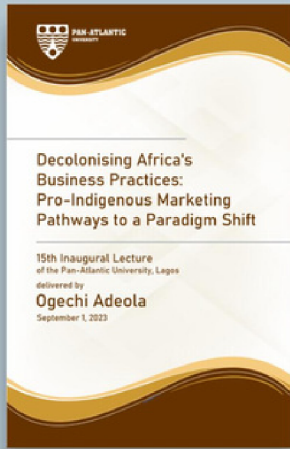
**Decolonising Africa's  
Business Practices:  
Pro-Indigenous Marketing  
Pathways to a Paradigm Shift**

15th Inaugural Lecture  
of the Pan-Atlantic University, Lagos  
delivered by  
**Ogechi Adeola**  
September 1, 2023

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**Apples, Barrels and  
Workplace Flourishing:  
Striving for Ethical Identity**

16th Inaugural Lecture  
of the Pan-Atlantic University, Lagos  
delivered by  
**Kemi Ogunyemi**  
November 15, 2023



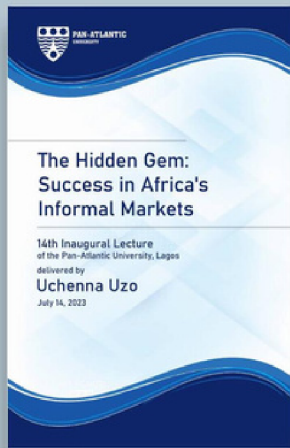
# DECOLONISING AFRICA'S BUSINESS PRACTICES

PRO-INDIGENOUS MARKETING PATHWAYS TO A PARADIGM SHIFT  
BY

PROFESSOR OGECHI ADEOLA

In recent years, there has been a growing awareness of the need to dismantle the lingering effects of colonialism in Africa, not only in political and social spheres but also in the business landscape. The 15th inaugural lectures of the Pan-Atlantic University – “Decolonising Africa’s Business Practices: Disingenuous Marketing Pathway to a Paradigm Shift.” by Prof Ogechi is a comprehensive exploration of the decolonization of business practices in Africa, offering insightful perspectives and novel ideas that challenge traditional approaches to marketing in the region.

**Paperback ISBN 978-978-59910-2-4 • 76 Pages • 2000NGN**  
**Pan-Atlantic University Press**



# THE HIDDEN GEM

SUCCESS IN AFRICA'S INFORMAL MARKET

BY

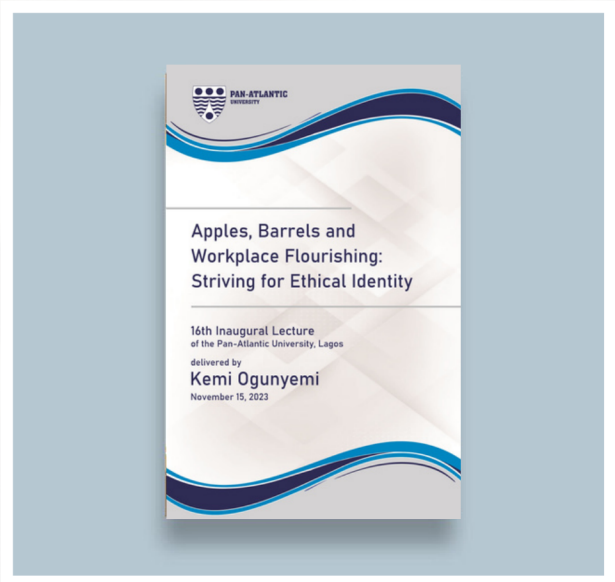
PROFESSOR UCHENNA UZO

Africa's informal market, comprising street vendors, artisans, and small businesses, plays a vital role in the continent's economy. Prof. Uchenna Uzo during his 14th inaugural lectures of Pan-Atlantic University, titled “The Hidden Gem: Success in Africa's Informal Market.” lectures offers valuable insights into the often overlooked but thriving informal sector in Africa and seeks to challenge the prevailing narrative that formal business is the sole pathway to success.

The resilience, innovation, and untapped potential of this sector, which has historically been undervalued and underrepresented in mainstream economic discourse.

**Paperback ISBN: 978-978-59910-1-7 • 22 Pages • 2000NGN (SOLD OUT)**  
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# **APPLES, BARRELS AND WORKPLACE FLOURISHING**

## **STRIVING FOR ETHICAL IDENTITY**

BY

PROFESSOR KEMI OGUNYEMI

Prof. Kemi Ogunyemi's "Apples, Barrels, and Workplace Flourishing: Striving for Ethical Identity" dives into the complex dynamics of ethical identity in the workplace. This book delves into the complex interaction of individual beliefs, corporate culture, and ethical decision-making using a variety of views and real-world situations. Join Prof. Ogunyemi on a thought-provoking trip as she explores the difficulties of ethical conduct in today's workplaces, providing practical insights and solutions for establishing a culture of integrity and thriving inside enterprises.

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**A BEGINNERS GUIDE TO LOGIC &  
CRITICAL THINKING**

*BY*  
*CELESTINE KEZIE & OBINNA IKEJIMBA*

**STRUCTURE OF THE NIGERIAN  
ECONOMY**

A MODERN APPROACH

*BY*  
*DR. IKECHUKWU KELIKUME, DR. STANLEY NWANNI,*  
*and*  
*DR. ELVIS OZEGBE*

**FOUNDATIONS FOR REACT-DRIVEN  
WEB AND MOBILE APPLICATIONS  
DEVELOPMENT**

*BY*  
*DR. PIUS ONOBHAYEDO*

**SECOND EDITION**  
**THE ART OF DECISION-MAKING**

A GUIDE TO EXECUTIVE DECISION-MAKING IN  
AFRICA

*BY*  
*PROFESSOR ENASE OKONEDO*

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