

PAN-ATLANTIC



NEW AND BESTSELLING BOOKS 2025

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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 university's mission by producing books of the most excellent scholarly standards, especially in the humanities. This objective was materialised 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 PAU Press.

In 2022, Professor Enase Okonedo, third Vice Chancellor of Pan-Atlantic University restructured the Pan-Atlantic University Press to be more effective in the implementation of the university's Strategic Goals. Specifically, 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 as the Head of 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 Pan-Atlantic University (PAU) Press is primarily to advance the research and education objectives of Pan-Atlantic University by publishing peer-reviewed scholarship for its community of students and scholars. Secondly, 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.

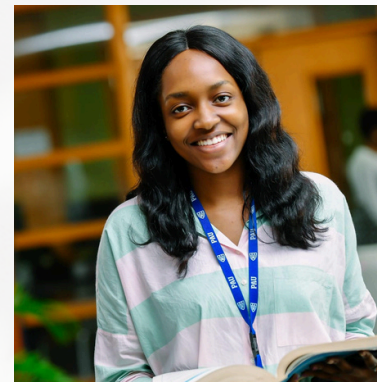
Our Vision

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

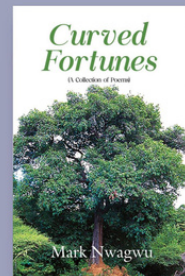
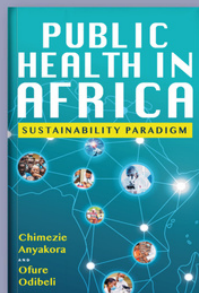
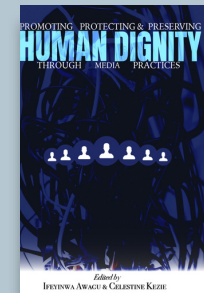
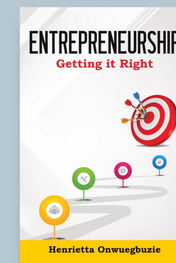
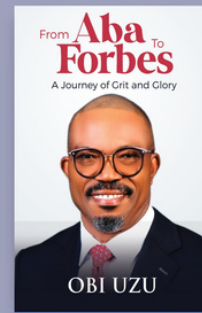
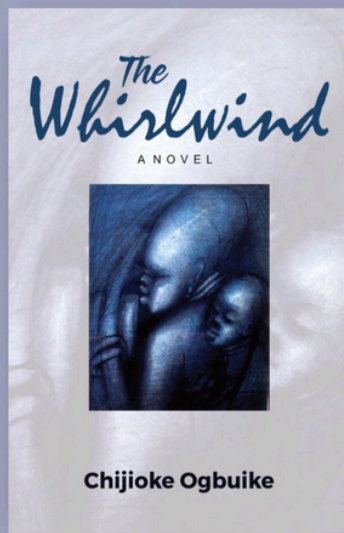
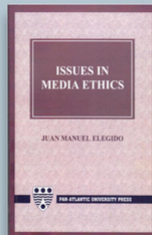
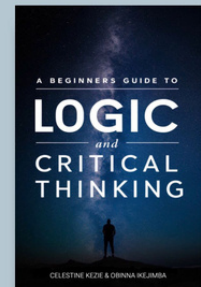
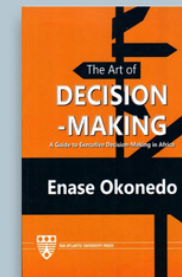
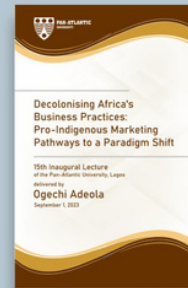
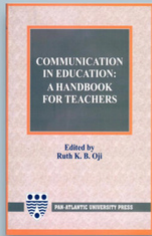
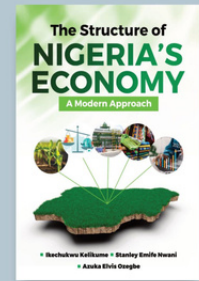
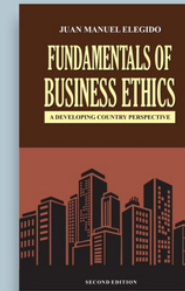
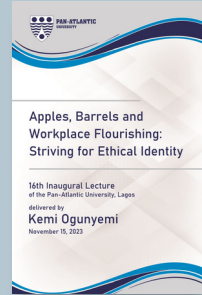
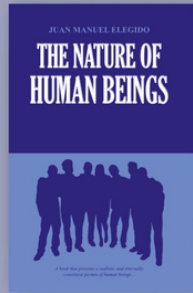
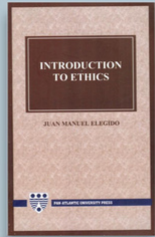
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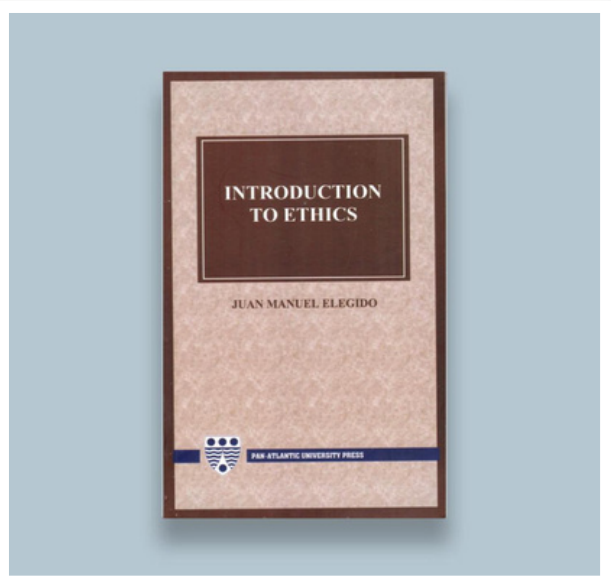


UNIVERSITY PRESS



OUR COLLECTION





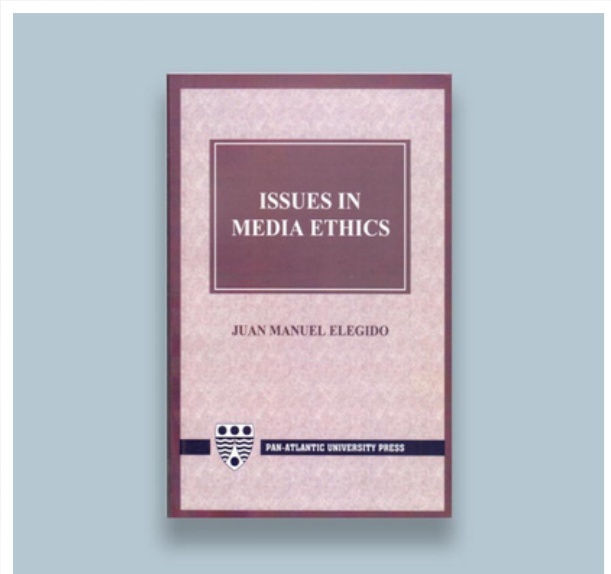
INTRODUCTION TO ETHICS

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.

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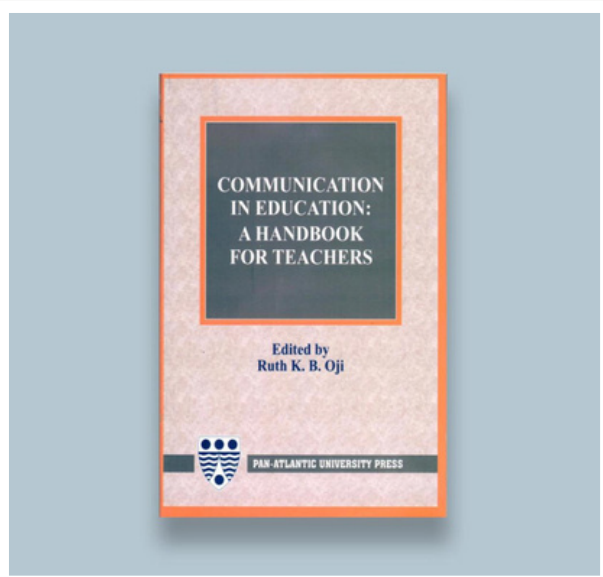
ISSUES IN MEDIA ETHICS

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.

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COMMUNICATION IN EDUCATION

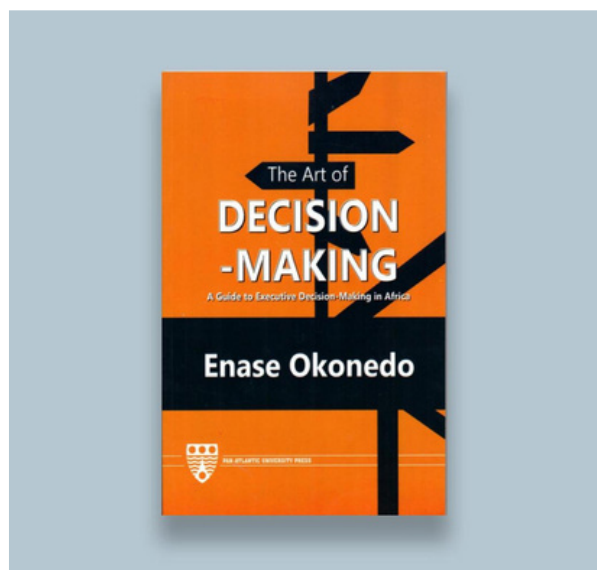
:A HANDBOOK FOR TEACHERS

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.

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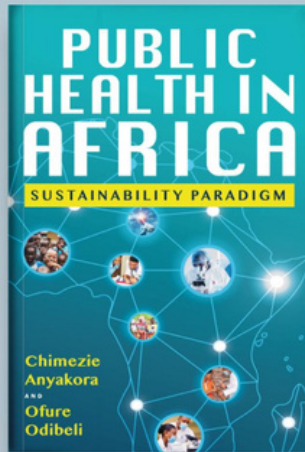
THE ART OF DECISION-MAKING

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.

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PUBLIC HEALTH IN AFRICA

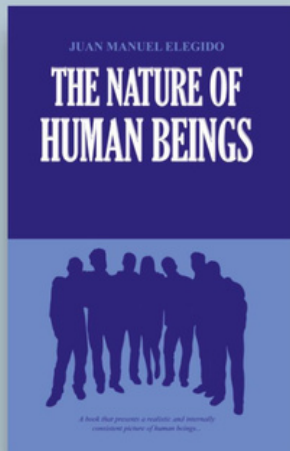
SUSTAINABILITY PARADIGM

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.

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THE NATURE OF HUMAN BEINGS

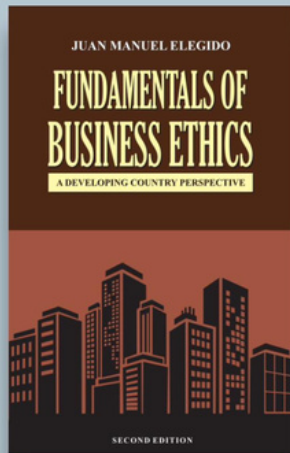
REVISED EDITION

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.

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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.

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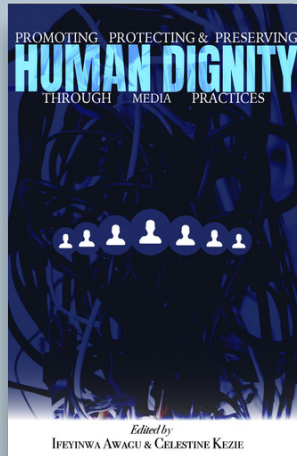
DIGITAL YOUTH AND SOCIAL MOVEMENTS PERSPECTIVES FROM NIGERIA

BY

DR. NWACHUKWU EGBUNIKE

Egbunike's *Digital Youth and Social Movements (Perspectives from Nigeria)* illuminates 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 activists - whether they are promoting political, social environment or other social justice causes - to navigate some of the perils that undermine digital technology's contribution to building inclusive, cohesive, and democratic society in Africa.

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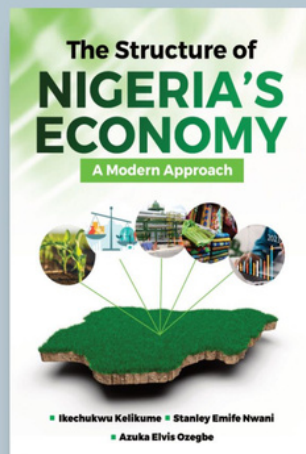
PROMOTING PROTECTING AND PRESERVING HUMAN DIGNITY THROUGH MEDIA PRACTICES

EDITED BY

IFEYINWA AWAGU AND CELESTINE KEZIE

Promoting, Protecting, and Preserving Human Dignity through media practices questions 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.

Hardback ISBN 978-978-59910-3-1 • 4500NGN
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THE STRUCTURE OF NIGERIA'S ECONOMY

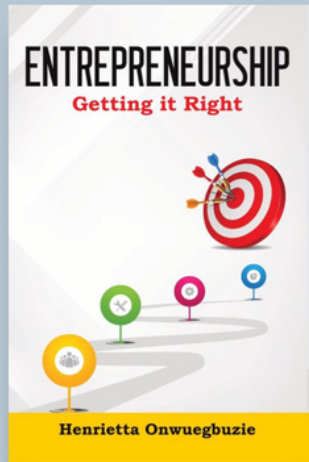
A MODERN APPROACH

BY

IKECHUKWU KELIKUME, STANLEY EMIFE NWANI AND AZUKA ELVIS OZEGBE

The Structure of Nigeria's Economy presents an updated and modern version of Nigeria's economic landscape, meticulously analysing the real-world economic situation. Within its pages, readers will find a thorough analysis of trends in the fundamental sectors: Agriculture, Industry, and services. But this book goes beyond the surface, delving into sub-sectors to provide a nuanced understanding of each domain. Through verbal explanations complemented by diagrams and figures, we aim to demystify complex concepts and empower readers with actionable insights.

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ENTREPRENEURSHIP

GETTING IT RIGHT

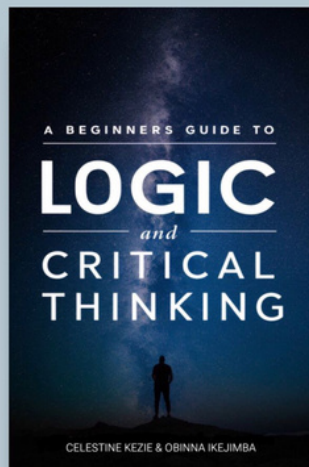
BY

HENRIETTA ONWUEGBUZIE

In *Entrepreneurship: Getting It Right*, Dr Onwuegbuzie pursues a dedicated effort to bring to life in the consciousness of the reader her abiding passion with the purpose of venturing and how to get it right. She counsels budding entrepreneurs that the journey is beyond following your passion and requires finding the nexus of passion, purpose and thoughtful application of capacity. In this, needs of potential customers are located and nourished for future reward out of value so created.

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A BEGINNER'S GUIDE TO LOGIC & CRITICAL THINKING

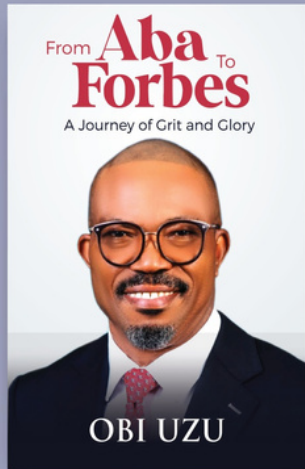
BY

CELESTINE KEZIE & OBINNA IKEJIMBA

This comprehensive guide delves into the foundations of philosophy, exploring the nature of knowledge, existence, and values. Learn to navigate the complexities of human thought and argumentation through a detailed exploration of logic, its principles, and its applications. Ideal for beginners and those looking to refresh their knowledge, "A Beginner's Guide to Logic and Critical Thinking" is your essential companion for mastering the art of reasoning and achieving intellectual clarity.

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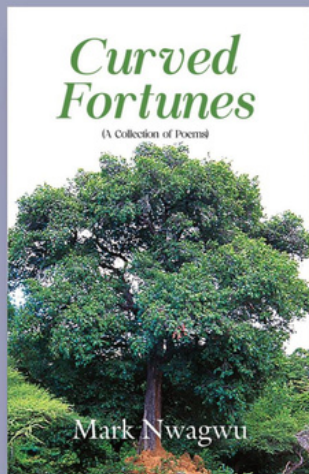
FROM ABA TO FORBES

A JOURNEY OF GRIT AND GLORY

OBI UZU

From Aba To Forbes is a candid autobiographical narrative detailing Obi Uzu's journey from the creeks of an ordinary beginning to the courtyard of immense success. Uzu's chronological account introduces us to his background and upbringing across Ndiolumbe and Aba, emphasising the importance of parental nurture to his subsequent feats. The author's somewhat smooth trajectory is interrupted by the Nigerian Civil War (1967-1970) which brings untold emotional strain and financial hardship to his family. This singular event sets the tone for varied challenges requiring the author's faith, integrity and grit for survival and afterwards, triumph.

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CURVED FORTUNES

A COLLECTION OF POEMS

MARK NWAGWU

Curved Fortunes , is a blend of narrative flair and dialogic force; and it is the full-froth maturity of the poetic persona that commands the readers's attention.

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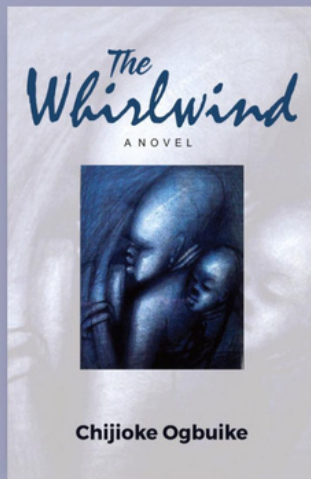


JEFF AND THE FIERY FORGE

BY
NATHAN OGBECHIE

The world of legends is no ordinary world . It is a world where the sun could pop or the moon could close in on itself at any moment. In this unpredictable terrain lies a host of creatures, each one out to get the others. Jeff, a 14-year-old adventurer with courage as his greatest weapon, sets out on the journey of a lifetime, battling creatures twice his size with nothing but a trusty backpack and his sheer guts.

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THE WHIRLWIND

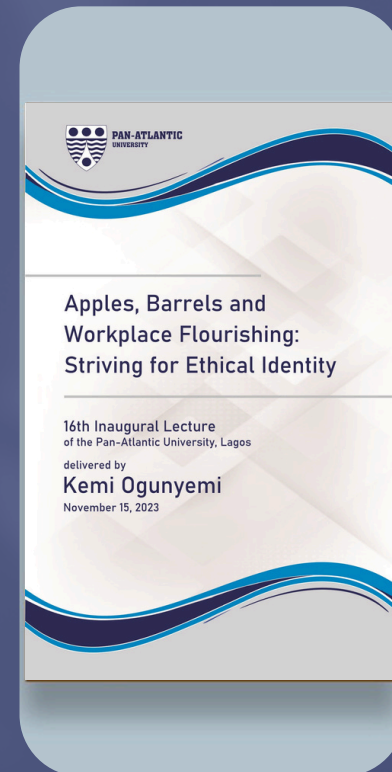
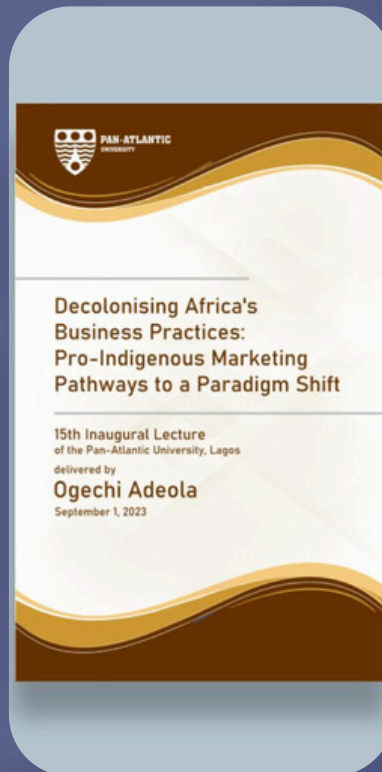
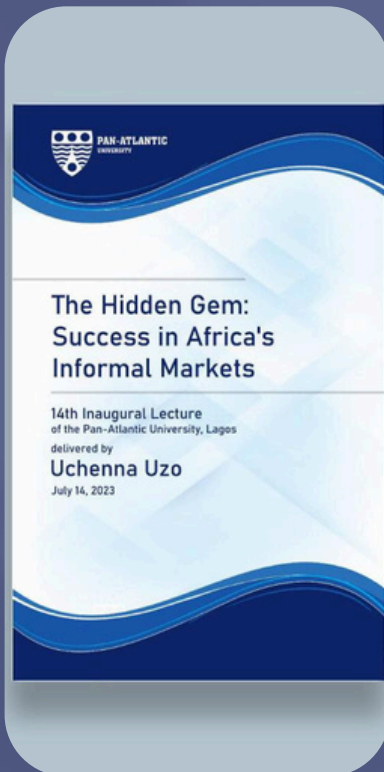
BY
CHIJOKE OGBUIKE

The Whirlwind weaves together the lives of individuals swept up in a powerful current of change due to ambition, societal expectations, and the quest for personal freedom . Emenike Ugwuanya , a teacher in the village called Agbani, lead a routine life until his world is upended by the sudden departure of his wife, Nogozi Wabash, for parts unkown to him. Soon after, circumstances also force emenike to leave the village for Lagos.

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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.





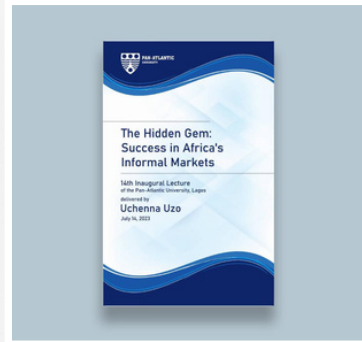
DECOLONISING AFRICA'S BUSINESS PRACTICES

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
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THE HIDDEN GEM

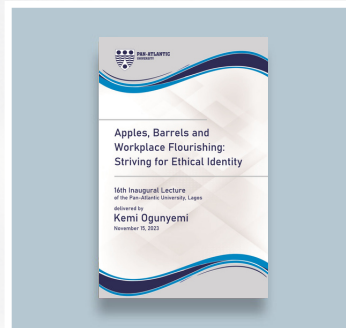
SUCCESS IN AFRICA'S INFORMAL MARKET

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 lecture of Pan-Atlantic University, titled “The Hidden Gem: Success in Africa's Informal Market” 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.

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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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UPCOMING TITLES

Discover the voices of emerging authors and seasoned writers alike, as they tackle diverse topics and explore the complexities of the modern world. Immerse yourself in cutting-edge fiction that pushes boundaries, and delve into insightful non-fiction that offers new perspectives on societal issues.

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- **Civilization, Nationbuilding and Development: Nigerian Peoples and Culture** by Ifeyinwa Awagu
- **Personal and Professional Skills for the 21st century and beyond** by Dr. Omowumi Ogunyemi, Dr. Adaora Onaga and Andrew Onwudinjo
- **Sowing The Seed** by Prof Alos

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