

# Invitation to a Book Launch

*Tuesday July 22, 2014, 5pm*

*Panizzi Room, University of Wollongong Library*

refreshments provided, all welcome

*The Book will be launched by Prof Tim Marchant, Dean of Research*

## **The Book:**

***Being Practical with Theory: a  
window into business research***

*A collection of short articles by  
researchers in the School of  
Management, Operations & Marketing*

*available as an ebook and paperback at [lulu.com](http://lulu.com)*

for more information see <http://ro.uow.edu.au/buspapers/276/>  
or visit <http://eurekaconnection.org.au/> for copies of individual chapters

