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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Innovative Business School Teaching: Engaging the Millennial Generation* (Routledge Advances in Management and Business Studies):

Innovative Business School Teaching showcases the latest pedagogic innovations that actively engage the millennial generation in learning within the business domain. In the context of the contemporary macro issues facing higher education, this book presents the latest teaching practices and tools used in higher education business teaching, clearly illustrating the practical ways in which business teachers can confront current pedagogic challenges. All of the contributors to this edited book have outstanding track records in teaching, having won national and international awards for teaching excellence, as well as publishing widely on pedagogy. Best practice teaching from multiple jurisdictions across a broad spectrum of business schools is represented. Each contributor shares their innovative teaching tools and techniques in a manner that emphasises how these tools can be adapted to other contexts, thus providing readers with an invaluable teaching resource.

About the Author Elaine Doyle is a Lecturer in the area of taxation in the Kemmy Business School, University of Limerick, Ireland. Her research interests include inter alia, professional ethics, and risk management in tax practice, the tax aggression of tax practitioners, research ethics, procedural justice, and ethical reasoning. She serves on the governing council of the Irish Accounting and Finance Association, moderates the tax papers of the Institute of Certified Public Accountants and Chairs the Kemmy Business School Research Ethics Committee. Patrick Buckley is a research scholar in the AIB Centre for Information and Knowledge Management at the University of Limerick, Ireland. His research interests include the use of technology to address the challenges of large group teaching. His work in this area has been published in the *Journal of Teaching in International Business and Computers and Education*. Conor Carroll is a Lecturer in marketing at the Kemmy Business School, University of Limerick, Ireland. He is a twice winner of the University's Teaching Excellence award and is a prolific case study writer, having written over 65 published marketing case studies, many of which are used extensively in leading European and International Universities such as Notre Dame, University of Hong Kong National University of Singapore. He has won numerous accolades for his case study writing, winning awards at both national and international case study competitions.