New Series
Journal of Brand Management: Advanced Collections
T. O. Brexendorf; S. Powell; J. Kernstock

The Journal of Brand Management (JBM) has established itself as a leading journal in the field. Published by Palgrave it encompasses contributions from both academics and practitioners and covers topics such as luxury branding, research methods and corporate branding to name a few. The Journal of Brand Management: Advanced Collections series provides definitive and comprehensive coverage of broad subject areas. Books in the series are ideally used on PhD programmes or by upper level students looking for rigorous academic material on a popular subject area, acting as ‘advanced introductions.’ Organised thematically the series covers historically popular topics along with new and burgeoning areas that the journal has been instrumental in developing, showcasing the incremental and substantial contributions that the journal has provided. Each book is guest edited by a leading figure in the field alongside the Journal Editors who will provide a new leading article that will cover the current state of research in the specific area.

Advances in Corporate Branding

- Accompanied by an introductory chapter to provide further insights into the field and future research avenues
- Includes nascent and burgeoning research topics to aid PhD and advanced students
- Highlights the evolution of corporate brand management and discusses the impact on organizations and employees

This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of corporate brand characteristics and corporate brand management to date. [...]
Revolution of Innovation Management
Internationalization and Business Models Volume 2

- Considers the next phases of development in the field of innovation management. Includes a range of international perspectives from Asia, America and Europe
- Identifies recent trends in the field of innovation management

This edited volume explores how the rapid development of business model innovation changes innovation management at an international level. It discusses the next phases in its development, and the impact that this could have on the field. [...]

Contents
Chapter 1 Revolution of Innovation Management: Internationalization and Business Models (Alexander Brem & Eric Viardot).
Chapter 2 Open innovation in an international perspective: how to organise for (radical) product (Mette Præst Knudsen, Tina Lunda Tranekjer, and Uwe Cantner).
Chapter 3 Chaebol’s Innovation Management without an Economic Miracle (Ingyu Oh).

Fields of interest
Innovation/Technology Management; Business Strategy/Leadership; International Business

Content level
Research

Product category
Contributed volume

Universities, Inclusive Development and Social Innovation
An International Perspective

- Examines the role of public and private universities in inclusive development, social entrepreneurship and social innovation
- Considers implications of innovative practices for university administration, public policy and interdisciplinary research
- Features case studies of inclusive development from countries such as Bolivia, Brazil, China, Cuba, Russia, South Africa, and Tanzania

This book examines the ways in which universities can play a crucial role in inclusive development, social innovation and social entrepreneurship. It aims to prove the importance of inclusive development and inclusive innovation on economic growth and demonstrate the ways in which universities can be pioneers in this area through initiatives in social responsibility and social innovation. [...]

Contents
Rising Inequalities, Inclusive Development, Social Entrepreneurship and Social Innovation.
- Inclusive Knowledge Policies when Ladders for Development are gone.

Fields of interest
Knowledge Management; Entrepreneurship; Emerging Markets/Globalization; Social Policy; Development Economics; Innovation/Technology Management

Content level
Research

Product category
Contributed volume

Exporting
The Definitive Guide to Selling Abroad Profitably, Second Edition

- Provides readers with the hands-on knowledge and tools they need to export goods and services
- Shows how to use social media and social networking to get new business—no matter where in the world it comes from
- Fuels export growth for experienced and inexperienced entrepreneurs and small business owners

“Laurel Delaney writes in a tremendous spirit of service to entrepreneurial and small business leaders navigating the opportunities of globalization. Whether leading a fresh startup, a small business, or an entrepreneurial growth company seeking greatness, the question of whether—and how—to go global must be addressed. [...]

Contents
Part I Building Your Foundations for Exporting.
- Chapter 1 Are You Ready to Export?
- Chapter 2 Writing an Export Business Plan.
- Chapter 3 Prepping For Exports.
- Chapter 4 The Human Side of an Export Enterprise.
- Part II Creating and Using Online Marketing Platforms.
- Chapter 5 Online Fundamentals.
- Chapter 6 Creating a Social Media and Networking Presence.

Fields of interest
Trade; Small Business; e-Business/e-Commerce; Start-Ups/Venture Capital; Online Marketing/Social Media; Emerging Markets/Globalization

Content level
Professional/practitioner

Product category
Professional book
Global Innovation and Entrepreneurship Challenges and Experiences from East and West

- Explores the developing global resource crisis in the context of innovation and entrepreneurship
- Includes contributions from both practitioners and researchers
- Provides an understanding of the sectoral and regional strategies in response to the demand for a global approach to entrepreneurship and innovation

Addressing the wide-ranging challenges of global entrepreneurship and innovation faced by both East and West, this edited volume provides a multi-faceted overview of the complexity facing entrepreneurial firms within global value chains.

Contents
1 Introduction: International to Global (Frank Go, Stephen Little and Teresa Poon).- Part I Negotiating Innovation.- Part II Strategic Planning as the Starting Point for Going International.- Part III: CST and Diversity from a Theoretical Perspective.- Part IV: CSR and Diversity Management

Fields of interest
Entrepreneurship; International Business; Innovation/Technology Management

Content level
Professional/practitioner

Product category
Professional book

F. M. Go, Erasmus University, Rotterdam, The Netherlands; S. E. Little, Asia Pacific Technology Network, Manchester, UK; T. S. Poon, The Open University, Hong Kong, Kowloon, Hong Kong

R. Grünig, University of Fribourg, Fribourg, Switzerland; D. Morschett, University of Fribourg, Fribourg, Switzerland

Developing International Strategies
- Offers comprehensive guidance for strategic planning and internationalization
- Provides hands-on recommendations for developing strategies and implementation program
- Explains step-by-step planning processes

This book focuses on the development of strategies for the successful internationalization of large and medium-sized companies. Becoming international offers important opportunities for companies of all sizes, but in an increasingly complex environment, the strategic planning involved is also a challenge.

Contents
Introduction.- Internationalization: Facts and Figures About Internationalization at the Macro Level.- Facts and Figures About Internationalization at the Company Level.- Reasons of the Internationalization of Companies.- Generell Strategic Planning and Its Importance for Going International.- General Strategic Planning as the Starting Point for Going International for New Markets.

Fields of interest
Business Strategy/Leadership; Emerging Markets/Globalization; Small Business; Organizations

Content level
Professional/practitioner

Product category
Professional book

K. Hansen, Westfälische Hochschule, Ratingen, Germany; C. Seierstad, Queen Mary University of London, School of Business and Management, London, UK (Eds)

Corporate Social Responsibility and Diversity Management

Theoretical Approaches and Best Practices
- Presents a well-structured overview on diversity management
- Combines theoretical aspects with real world, practical experience
- Includes case studies from organizations in various countries

This book highlights the most critical aspects of diversity and their implications for Corporate Social Responsibility (CSR), examining them in a collection of conceptual and practical contributions from researchers and practitioners alike. In particular the book discusses good and best practices for diversity management and analyzes possible links between CSR and diversity within organizations.

Contents

Fields of interest
Corporate Social Responsibility; Gender Studies; Human Resource Management; Business Strategy/Leadership; Public Policy

Content level
Research

Product category
Contributed volume
I. Heckmann, FZI Forschungszentrum Informatik, Karlsruhe, Germany

Towards Supply Chain Risk Analytics
Fundamentals, Simulation, Optimization
Publication in the field of economic sciences

In this thesis, Iris Heckmann develops a profound conceptual basis of supply chain risk analytics. [...] 

Contents
A New Definition of Supply Chain Risk.- Supply Chain Risk Analysis.- Common Flaws, Core Areas, and Main Tasks.- A Simulation-based Approach for Supply Chain Risk Analysis (SimSCRF).- A Real Case Evaluation of the SimSCRF Approach.- Embedding Comprehensive Risk in Supply Chain Network Design Models.

Fields of interest
Operation Research/Decision Theory; IT in Business; Supply Chain Management

Content level
Research

Product category
Ph.D. Thesis

Q. Jiang, Fudan University, Yangpu District, China; L. Qian, International Business School Suzhou, Xian Jiaotong-Liverpool University, School of Management, Fudan University, Suzhou, China; M. Ding, The Pennsylvania State University, Fudan University, University Park, PA, USA (Eds)

Fair Development in China

Comprehensive collection of various perspectives on fair development and sustainable innovation in China
Features contributions from a diverse group of researchers from multiple disciplines such as management, marketing, political science, environmental science, and public administration

The purpose of this volume is to explore sustainable innovation and “fair development” in China. It examines various existing problems currently faced in China such as food safety, education, healthcare, employment, housing, the environment and censorship, among other, and provides different perspectives in relation to fair development. [...] 

Contents
Section I Overview.- Ch 1 From Equality to Fairness.- Ch 2 Four-wheel Driven Governance.- Section II Individual Perspective.- Ch 3 Fair Values and Social Psychology Construction.- Ch 4 Family Life Style and Individual Circle.- Ch 5 Civil Needs and Fair Development.- Ch 6 Co-creating Ecological Values, Green Index for Individuals and Families.- Section III Organizational Perspective. [...] 

Fields of interest
Emerging Markets/Globalization; Innovation/Technology Management; Social Policy; Economic Growth; Sustainable Development

Content level
Research

Product category
Contributed volume
N. Kuriyama, Soka University, Tokyo
Japanese Human Resource Management
Labour-Management Relations and Supply Chain Challenges in Asia
- Provides clarification of the stereotypes of Japanese human resource management and labour-management relations which is useful when considering the methods of promoting business development and public technical cooperation
- Includes case study materials from field studies that included interviews and hearings, and questionnaires
This book is a comprehensive study underpinned by thirty years of research conducted by the author relating to Japanese human resource management and labour-management relations. Its aim is to achieve a better understanding of the Japanese model for human resource management and labour standards issues, and its transferability to supply chains in Asia. [...]

Contents
Part I: A model of Japanese-style management.- Chapter 1 Stereotypes of Japanese Human Resource Management and Labour-Management Relations.- Chapter 2 Practical wisdom of Labour-Management Relations (LMR) through the productivity movement in Japan.- Chapter 3 The case of the food and drink industries in Japan in response to technological change and employment adjustment in the late 1990s. [...]

Fields of interest
Human Resource Development; Management; International Business

Content level
Research

Product category
Monograph

Q. Lin, Xiamen University The School of Management, Xiamen
Analysis of Resource Management in Complex Work Systems
Using the Example of Sterile Goods Management in Hospitals
- Presents resource management in the context of complex work systems
- Opens up a diverse range of fields for decision-making
- Provides a scientific model to improve the efficiency and effectiveness of resource provision
This book develops and assesses a decision-making model for resource management in complex work systems in line with the “Systems Engineering” method. It applies the Balanced Scorecard to the development of the criteria system for decision-making, and employs fuzzy linguistics theory to evaluate the alternatives. [...]

Contents

Fields of interest
Operation Research/Decision Theory; Health Care Management

Content level
Research

Product category
Monograph

Lindawati, The Logistics Institute – Asia Pacific, National University of Singapore, Singapore, Singapore
Cracking a PhD
Revelation of 5 Stages in Doctoral Journey
- Provides practical guidelines to get the best from a PhD programme
- Guides readers through each step of a PhD programme, from getting started to finding a career
- Also highlights other career options in the commercial industry for successful PhD graduates
This book offers valuable insights into completing your PhD, and subsequently finding and excelling at a job. Further, it highlights other opportunities that a PhD can offer, aside from the research and academic aspects. [...]

Contents
Part I: Are you ready for a PhD?.- Part II: Get your PhD Started.- Part III: Research, research and research.- Part IV: PhD Last Mile.- Part V: Life after PhD.

Fields of interest
Careers in Business and Management; Higher Education

Content level
Research

Product category
Monograph

Building a Culture of Health
A New Imperative for Business
• Argues that all businesses are in the health care business
• That there is a public health footprint laid down by every business
• There are four elements to the footprint: community health, consumer health, employee health, and environmental health

This ambitious volume sets out to understand how every company impacts public health and introduces a robust model, rooted in organizational and scientific knowledge, for companies committed to making positive contributions to health and wellness. [...]

Contents

Fields of interest
Health Care Management; Health Promotion and Disease Prevention; Corporate Environmental Management

Content level
Professional/practitioner

Product category
Brief

Due August 2016
2017. Approx. 100 p. 40 illus. (SpringerBriefs in Public Health) Softcover
approx. € (D) 53,49 | € (A) 54,99 | *CHF 55.00
approx. ¥ 49,99 | ¥ 37,99
ISBN 978-3-319-43722-4

P.K. Suri, Delhi Technological University Delhi School of Management, New Delhi, India; Sushil, Indian Institute of Technology Delhi, New Delhi, India

Strategic Planning and Implementation of E-Governance
• Explores the planning and implementation-related strategic variables that influence the performance of e-governance projects
• Presents an empirically founded and case-interpreted strategic framework as a guiding tool for e-governance practitioners to improve project performance

The book is based on practical experience gained during the planning and execution of e-governance projects in India coupled with extensive research based on six national/multi-state-level agriculture related projects. It assesses e-governance projects in terms of desired project outcomes and analyzes performance from the viewpoints of three key groups – planners, implementers and beneficiaries. [...]

Contents

Fields of interest
Corporate Governance; Business Strategy/Leadership; Innovation/Technology Management; Organization; e-Business/e-Commerce

Content level
Research

Product category
Ph.D. Thesis

Due September 2016
2017. XVI, 369 p. 24 illus. (Flexible Systems Management) Hardcover
€ (D) 149,79 | € (A) 153,99 | *CHF 154.00
€ 139,99 | £ 104,50
ISBN 978-981-10-2175-6

J. K. Weindel, Trier University Department IV, Business Administration, Trier, Germany

Retail Brand Equity and Loyalty
Analysis in the Context of Sector-Specific Antecedents, Perceived Value, and Multichannel Retailing
• Publication in the field of economic sciences
Julia Weindel provides novel implications for researchers and managers by first identifying the sector-specific main levers of retail brand equity. Second, she shows that retail brand equity and perceived value have a reciprocal relationship. The author analyzes which one of these has stronger effects on loyalty. [...]

Contents
Introduction.- Study 1: Sector-specific Antecedents of Retail Brand Equity.- Study 2: Reciprocity between Perceived Value and Retail Brand Equity.- Study 3: Interdependencies within Multichannel Retail Structures.- Final Remarks.- References.- Appendix.

Fields of interest
Marketing; Sales/Distribution

Content level
Research

Product category
Monograph

Due November 2016
2017. XXII, 196 p. 16 illus. (Handel und Internationales Marketing Retailing and International Marketing) Softcover
approx. € (D) 69,99 | € (A) 71,95 | *CHF 72.00
approx. ¥ 65,41 | ¥ 48,99
L. Wright, Lance Wright Associates, Washington DC, DC

People, Risk, and Security

How to prevent your greatest asset from becoming your greatest liability

- Undertakes a comprehensive analysis of the impact the human element has on the risk and security processes that must be effectively managed by businesses
- Explores the increased complexity of the risks confronting organizations as a result of technology and environmental hazards

Lance Wright shows why business in the 21st century requires a new understanding of the intersection of risk, security, and human resource management. He argues that these areas should no longer be considered separate processes, handled by technical specialists with limited spheres of expertise. [...]

Contents

Introduction.- Chapter 1 Rethinking People, Risk, And Security.- Chapter 2 The Causes of New Threats.- Chapter 3 Managing the People Risks to Organizations.- Chapter 4 A Primer on Political Risk and Terrorism.- Chapter 5 Managing Cyber Security.- Chapter 6 Economic Espionage and Business Intelligence. [...]

Fields of interest

Business Strategy/Leadership; Human Resource Management; Innovation/Technology Management; Operations Management; Organization

Content level

Professional/practitioner

Product category

Professional book

Palgrave Macmillan

Due November 2016

2017. Approx. 190 p. Hardcover

approx. € (D) 37,44 | € (A) 38,49 |
*CHF 38,50

approx. € 34,99 | £ 24,99

ISBN 978-1-349-95092-8