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Closing date: February 2017
F. Abolhassan, Telekom Deutschland GmbH, Bonn, North Rhine-Westphalia, Germany (Ed)


This book provides a practical and strategic perspective on IT and cyber security for corporations and other businesses. Leading experts from industry, politics and research discuss the status quo and future prospects of corporate cyber security. They answer questions such as: How much will IT security cost? Who will provide IT security? Can security even be fun? The book claims that digitization will increasingly pervade all areas of the economy, as well as our daily professional and personal lives. [...] 
Due December 2016
Professional book
2017. X, 131 p. 20 illus., 15 illus. in color. (Management for Professionals) Hardcover
€ (D) 58,84 | € (A) 60,49 | *CHF 60.50
€ 54,99 | £ 40,99
ISBN 978-3-319-46528-9

A. Ahmed, University of Sussex, Brighton, UK (Ed)

Managing Knowledge and Innovation for Business Sustainability in Africa

Addressing the issues that will be central to Africa’s various attempts to effectively manage knowledge and innovation for sustainable business management, this edited book makes a timely contribution to research on business in Africa. [...] 
Due January 2017
Contributed volume
2017. XXV, 249 p. 16 illus., 2 illus. in color. (Palgrave Studies of Sustainable Business in Africa) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-41089-0

G. Atwal, Burgundy School of Business, Dijon, France; D. Bryson, ESC Rennes School of Business, Rennes, France

Luxury Brands in China and India

This book provides an analysis of the luxury industry in two of the world’s biggest and evolving markets, and identifies and discusses the key issues and dynamics in transforming their luxury landscapes. By discussing the elements that are most likely to dominate boardroom agendas, the pragmatic implications for both strategic and marketing planning are made clear. Special emphasis is placed upon well-contemplated responses to luxury brand marketing challenges that executives are likely to face as they push their brands to adapt and thrive in these shifting markets. 
Due March 2017
Monograph
2017. Approx. 220 p. 15 illus. Hardcover
€ (D) 165,84 | € (A) 170,49 | *CHF 170.50
€ 154,99 | £ 115,00

N. Azoury, Holy Spirit University of Kaslik, Mtayleb, Lebanon (Ed)

Business and Society in the Middle East

This book discusses the unique relationship between societies and businesses in the Mediterranean region, with contributions from public figures and academics from Middle Eastern and Arab societies, as well as from North America and Europe. This blend of expertise and knowledge focuses on common business practices and their effect on society in Mediterranean countries, and aims to create a bridge between the two. [...] 
Due February 2017
Contributed volume
approx. € (D) 123,04 | € (A) 126,49 | *CHF 126.50
approx. € 114,99 | £ 86,00
ISBN 978-3-319-48856-1

T. Baker, Winners at Work Pty, Hawthorne, QLD

Performance Management for Agile Organizations

Baker takes on eight dysfunctional people management practices originating from the scientific management and offers practical solutions for changing these practices and increasing organizational agility. Agile is the new black. Every business now has to be adaptive, nimble and ready to pivot – managers have to be comfortable with ambiguity and constantly ready for change. [...] 
Due November 2016
Professional book
2017. Approx. 200 p. 11 illus. Hardcover
€ (D) 21,39 | € (A) 21,99 | *CHF 22.00
€ 19,99 | £ 14,99
ISBN 978-3-319-40152-2

M. Baldarelli, University of Bologna, Bologna, Italy; M. Del Baldo, University of Urbino, Urbino, Italy; N. Nesheva-Kiosseva, New Bulgarian University, Sofia, Bulgaria

Environmental Accounting and Reporting

This book discusses the foundations of social and environmental accounting and highlights local differences in countries like Italy and Bulgaria. It also describes the institutional environment, which affects the development and application of environmental accounting and reporting, as a basis for evaluating current achievements and the future steps that need to be taken to develop and spread environmental accounting. The book is unique in presenting exemplary cases from different emerging and developed countries. [...] 
Due March 2017
Monograph
2017. X, 296 p. 26 illus., 20 illus. in color. (CSR, Sustainability, Ethics & Governance) Hardcover
€ (D) 149,79 | € (A) 153,99 | *CHF 154.00
€ 139,99 | £ 104,50
ISBN 978-3-319-50916-7
J. Bratton, J. Gold

This new edition of a landmark text in HRM provides comprehensive coverage including two new chapters on ethics and green HRM. It takes a critical approach and focuses on the global implications of HR practice and management. Its extensive suite of pedagogical resources include ample cases and vignettes, video interviews and an interactive ebook.

Due February 2017
Undergraduate textbook
€ (D) 74,89 | € (A) 76,99 | *CHF 77,00
€ 69,99 | £ 49,99

I. Bijaiou, Bar Ilan University Graduate School of Business Administration, Tel Aviv, Israel
Multinational Interest & Development in Africa

This book analyzes the current economic situations in African countries at the local, regional, and national level. It examines the growing interest from developed and developing countries to invest in Africa and their different reasons for doing so, which aren’t always aligned with the interests of African countries. Growth in African GDP has benefitted mainly multinational corporations while the rest of the population remains at the subsistence level, creating a smaller middle class and less opportunity for local businesses to flourish. [...] 

Due February 2017
Monograph
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-48913-1

R. Beere, National College of Ireland, Dublin
The Role of Franchising on Industry Evolution

The role of franchising on industry evolution is explored in this book both in terms of the emergence of franchising and its impact on industry structure. Examining literature and statistical information the first section provides an overview of franchising. The Role of Franchising on Industry Revolution then focuses on two core elements; the emergence or franchising and the contextual drivers prompting its adoption, and the impact of franchising on industry-level structural changes. [...] 

Due January 2017
Monograph
2017. Approx. 220 p. 9 illus. Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-49063-2

R. J. Boucherie. N. M. van Dijk, University of Twente, Enschede, The Netherlands (Eds)
Markov Decision Processes in Practice

This book presents classical Markov Decision Processes (MDP) for real-life applications and optimization. MDP allows users to develop and formally support approximate and simple decision rules, and this book showcases state-of-the-art applications in which MDP was key to the solution approach. The book is divided into six parts. Part 1 is devoted to the state-of-the-art theoretical foundation of MDP, including approximate methods such as policy improvement, successive approximation and infinite state spaces as well as an instructive chapter on Approximate Dynamic Programming. [...] 

Due February 2017
Contributed volume
€ (D) 160,49 | € (A) 164,99 | *CHF 165.00
€ 149,99 | £ 112,00
ISBN 978-3-319-45543-3

E. Borgonovo, Bocconi University, Milan, Italy
Sensitivity Analysis

This book is an expository introduction to the methodology of sensitivity analysis of model output. It is primarily intended for investigators, students and researchers that are familiar with mathematical models but are less familiar with the techniques for performing their sensitivity analysis. A variety of sensitivity methods have been developed over the years. This monograph helps the analyst in her/his first exploration of this world. [...] 

Due April 2017
Monograph
approx.€ (D) 106,99 | € (A) 109,99 | *CHF 120.00
approx.€ 99,99 | £ 86,50
ISBN 978-3-319-52257-9

J. Bratton. J. Gold

This new edition of a landmark text in HRM provides comprehensive coverage including two new chapters on ethics and green HRM. It takes a critical approach and focuses on the global implications of HR practice and management. Its extensive suite of pedagogical resources include ample cases and vignettes, video interviews and an interactive ebook.

Due February 2017
Undergraduate textbook
€ (D) 74,89 | € (A) 76,99 | *CHF 77,00
€ 69,99 | £ 49,99

I. Bijaoui, Bar Ilan University Graduate School of Business Administration, Tel Aviv, Israel
Multinational Interest & Development in Africa

This book analyzes the current economic situations in African countries at the local, regional, and national level. It examines the growing interest from developed and developing countries to invest in Africa and their different reasons for doing so, which aren’t always aligned with the interests of African countries. Growth in African GDP has benefitted mainly multinational corporations while the rest of the population remains at the subsistence level, creating a smaller middle class and less opportunity for local businesses to flourish. [...] 

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Monograph
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-48913-1

R. Brännback, Abo Akademi University, Turku, Finland; A. L. Carsrud, Åbo Akademi University, Abo (Turku), Finland (Eds)
Revisiting the Entrepreneurial Mind

The book explores various aspects of cognitive and motivational psychology as they impact entrepreneurial behavior. [...] 

Due March 2017
Contributed volume
€ (D) 160,49 | € (A) 164,99 | *CHF 165.00
€ 149,99 | £ 112,00
ISBN 978-3-319-45543-3

J. Bratton. J. Gold

This new edition of a landmark text in HRM provides comprehensive coverage including two new chapters on ethics and green HRM. It takes a critical approach and focuses on the global implications of HR practice and management. Its extensive suite of pedagogical resources include ample cases and vignettes, video interviews and an interactive ebook.

Due February 2017
Undergraduate textbook
€ (D) 74,89 | € (A) 76,99 | *CHF 77,00
€ 69,99 | £ 49,99
**Revolution 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. The authors identify and examine recent trends which have the potential to disrupt the traditional way of managing innovation, notably in terms of creativity, product development, and process change. […]

**Due February 2017**

Contributed volume

2017. XXII, 269 p. 40 illus. Hardcover

€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | € 86,00

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**Level Crossing Methods in Stochastic Models**

This is a complete update of the first edition of Level Crossing Methods in Stochastic Models, which was published in 2008. Level crossing methods are a set of sample-path based mathematical tools used in applied probability to establish reliable probability distributions. […]

**Due February 2017**

Monograph


€ (D) 213,99 | € (A) 219,99 | *CHF 220.00
€ 199,99 | € 149,00
ISBN 978-3-319-50330-1

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**Corporate Sustainability, Social Responsibility and Environmental Management**

This book provides a concise and authoritative guide to corporate social responsibility (CSR) and related paradigms, including environmental responsibility, corporate sustainability and responsibility, creating shared value, strategic CSR, stakeholder engagement, corporate citizenship, business ethics and corporate governance, among others. It is primarily intended for advanced undergraduate and / or graduate students. […]

**Due March 2017**

Monograph


€ (D) 90,94 | € (A) 93,49 | *CHF 93.50
€ 84,99 | € 63,99
ISBN 978-3-319-46848-8

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**The Agility Mindset**

Shows how to unlock the massive efficiency savings and productivity gains by reframing the approach to flexible working by concentrating on workforce agility. We know that organizations don’t need the same number of workers 9-5, five days a week 52 weeks a year. We know that not all of the best talent will work when and where we want. We know that command and control Taylorism stifles innovation and creativity. So why do we keep thinking of flexible working as a cost to the organization? […]

**Due January 2017**

Professional book

2017. XIX, 160 p. 60 illus., 30 illus. in color. Hardcover

€ (D) 37,44 | € (A) 38,49 | *CHF 38.50
€ 34,99 | £ 24,99
ISBN 978-3-319-45518-1
I. Chaston, University of Auckland, Auckland  
**Technological Entrepreneurship**

This comprehensive book responds to the growing demand to study entrepreneurship as a key driver of innovation and competitive advantage. Challenging the existing idea that technological entrepreneurship exists predominantly in SMEs and as a result of market demands, the author argues that a commitment to entrepreneurship remains the most effective strategy for sustaining wealth generation for both organisations and entire nations. [...]  
**Due December 2016**  
Monograph  
2017. XIII, 288 p. 10 illus. Hardcover  
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50  
€ 114,99 | £ 86,00  
ISBN 978-3-319-45849-6  

C. Czarnecki, Düsseldorf, Germany; C. Dietze, Detecon Consulting FZ-LLC, Abu Dhabi, Utd.Arab.Emir.  
**Reference Architecture for the Telecommunications Industry**  
This book reflects the tremendous changes in the telecommunications industry in the course of the past few decades – shorter innovation cycles, stiffer competition and new communication products. It analyzes the transformation of processes, applications and network technologies that are now expected to take place under enormous time pressure. The International Telecommunication Union (ITU) and the TM Forum have provided reference solutions that are broadly recognized and used throughout the value chain of the telecommunications industry, and which can be considered the de facto standard. [...]  
**Due February 2017**  
Contributed volume  
2017. XV, 178 p. 153 illus. (Progress in IS) Hardcover  
€ (D) 96,29 | € (A) 98,99 | *CHF 99.00  
€ 89,99 | £ 66,99  
ISBN 978-3-319-46755-9  

J. Collis, A. Holt, R. Hussey  
**Business Accounting**

Business Accounting has been developed specifically for the needs of non-specialist students studying accounting as part of another degree. The authors explain the key concepts clearly and concisely, using examples, cases and real company data to contextualise the theory. [...]  
**Due March 2017**  
Undergraduate textbook  
€ (D) 53,49 | € (A) 54,99 | *CHF 55.00  
€ 49,99 | £ 38,99  
ISBN 978-1-137-52149-1  

D. Clark, Camp Hill, PA, USA  
**Beginning Power BI**

Analyze your company’s data quickly and easily using Microsoft’s latest tools. Build scalable and robust data models to work from. Learn to clean and combine different data sources effectively. Create compelling visualizations and share them with your colleagues. Author Dan Clark takes you through each topic using step-by-step activities and plenty of screen shots to help familiarize you with the tools. This second edition includes new material on advanced uses of Power Query, along with the latest user guidance on the evolving Power BI platform. [...]  
**Due March 2017**  
Professional book  
€ (D) 39,58 | € (A) 40,69 | *CHF 41.00  
€ 36,99 | £ 27,99  

E. G. Carayannis, S. Sindakis (Eds)  
**Analytics, Innovation, and Excellence-Driven Enterprise Sustainability**

This book offers a unique view of how innovation and competitiveness improve when organizations establish alliances with partners who have strong capabilities and broad social capital, allowing them to create value and growth as well as technological knowledge and legitimacy through new knowledge resources. Organizational intelligence integrates the technology variable into production and business systems, establishing a basis to advance decision-making processes. When strategically integrated, these factors have the power to promote enterprise resilience, robustness, and sustainability. [...]  
**Due December 2016**  
Monograph  
2017. XVIII, 282 p. 60 illus. (Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth) Hardcover  
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50  
€ 114,99 | £ 86,00  
ISBN 978-3-319-44107-8  

A. Correia, University of Algarve, Faro; M. Kozak, Dokuz Eylul University, Foça, Turkey; J. Gnoth, University of Otago, Dunedin, New Zealand; A. Fyall, University of Central Florida, Orlando, FL, USA (Eds)  
**Co-Creation and Well-Being in Tourism**

This book offers a wealth of new views and interpretations of well-being in tourism, enriching tourist experiences. A combination of theoretical and empirically based contributions relating to various tourism contexts shed light on existing and potential contributions of tourists and destination providers to tourist well-being. [...]  
**Due February 2017**  
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2017. XV, 178 p. 25 illus. Hardcover  
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50  
€ 114,99 | £ 86,00  
ISBN 978-3-319-44107-8  

A. Holt, R. Hussey, University of Auckland, Auckland  
**Technological Entrepreneurship**

This comprehensive book responds to the growing demand to study entrepreneurship as a key driver of innovation and competitive advantage. Challenging the existing idea that technological entrepreneurship exists predominantly in SMEs and as a result of market demands, the author argues that a commitment to entrepreneurship remains the most effective strategy for sustaining wealth generation for both organisations and entire nations. [...]  
**Due December 2016**  
Monograph  
2017. XIII, 288 p. 10 illus. Hardcover  
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€ 114,99 | £ 86,00  
ISBN 978-3-319-45849-6  

A. Correia, University of Algarve, Faro; M. Kozak, Dokuz Eylul University, Foça, Turkey; J. Gnoth, University of Otago, Dunedin, New Zealand; A. Fyall, University of Central Florida, Orlando, FL, USA (Eds)  
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S. Dameron, University of Paris-Dauphine
CREPA (Centre de Recherche Economique Pur, Paris cedex 16; T. Durand, Conservatoire National des Arts et Métiers, Paris, France (Eds)

The Future of Management Education

This book discusses the new challenges facing Business Schools around the world with potential scenarios that may be envisioned for 2030 and strategies for stakeholders. [...] Due January 2017

2017. XXI, 407 p. 44 illus. Hardcover
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€ 114,99 | £ 86,00
ISBN 978-1-137-56089-6

P. D’Anselmi, University of Rome, Rome; A. Chymis, KEPE Ctr for Planning & Eco Res, Acharnai; M. Di Bitetto, Italian Natl Res Council CMPI, Rome

Unknown Values and Stakeholders

This second edition demonstrates that there are more conditions and actors prevalent in the economy than are considered today, and builds a balanced view of responsibility that would not be shunned by corporate executives. The wider economic responsibilities of organizations have been identified for corporations, and responsibility has been focused on business. Unknown Values and Stakeholders argues that all organizations, including public administration, should be accountable for their economic responsibilities. [...] Due September 2016

Monograph
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-32590-3

S. P. De Oliveira Monteiro, Portugal’s Biotech Industry Association, Mira, Portugal; E. G. Carayannis, George Washington University, Washington, DC, USA (Eds)

The Quadruple Innovation Helix Nexus

The Quadruple Innovation Helix concept is the synthesis of top-down policies and practices from Government, University and Industry balanced and shaped by bottom-up initiatives and actions by Civil Society. [...] Due February 2017

Monograph
2017. XIV, 279 p. 50 illus., 37 illus. in color. (Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00

M. Del Giudice, Link Campus University International Business Administration, Roma, Italy

Understanding Family-Owned Business Groups

This book addresses the increasing prominence of family-owned business groups and their potential to influence growth and development in the global economy. Family businesses are not necessarily converging towards unitary models of corporate governance or organizational designs, but remain heterogeneous in a global economy. Empirical evidence on the developmental effects of family-owned business groups is fragmented and inconclusive: are there tangible differences between family-owned business groups in emerging economies and developed countries? [...] Due March 2017

Monograph
2017. VIII, 177 p. 7 illus. (Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-42242-8

S. Darcy, University of Technology Sydney
Faculty of Business/School of Leisure, Sydney, Australia; S. Frawley, Australian Centre for Olympic Studies UTS Business School, Lindfield, NSW, Australia; D. Adair, Australian Centre for Olympic Studies UTS Business School, Lindfield, Australia (Eds)

Managing the Paralympics

This book critically examines the planning, management, and operations of the world’s premier event for Para sport athletes. Noting a lack of research into how these games are planned and managed, the authors of this contributed volume discuss how the Paralympics are essentially different to the Olympics and what this means for their management. Managing the Paralympics explores how the organizers and connected stakeholders effectively organize and deliver the Paralympics, taking into account what has been learned from previous events. [...] Due January 2017

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2017. XIX, 299 p. 15 illus., 9 illus. in color. Hardcover
€ (D) 128,39 | € (A) 131,99 | *CHF 132.00
€ 119,99 | £ 86,00
ISBN 978-1-137-43520-0

T. Devezas, University of Beira Interior, Covilhã, Portugal; J. Leitão, University of Beira Interior, Covilhã, Portugal; A. Sarygulov, Saint-Petersburg State University of Architecture and Civil Engineering, Saint Petersburg, Russia (Eds)

Industry 4.0

This book presents the latest research perspectives on how the Industry 4.0 paradigm is challenging the process of technological and structural change and how the diversification of the economy affects structural transformation. It also explores the impact of fast-growing technologies on the transformation of socioeconomic and environmental systems, and asks whether structural and technological change can generate sustainable economic growth and employment. [...] Due January 2017

Contributed volume
2017. X, 448 p. 133 illus., 40 illus. in color. (Studies on Entrepreneurship, Structural Change and Industrial Dynamics) Hardcover
€ (D) 160,49 | € (A) 164,99 | *CHF 165.00
€ 149,99 | £ 112,00
ISBN 978-3-319-49603-0

S. P. De Oliveira Monteiro, Portugal’s Biotech Industry Association, Mira, Portugal; E. G. Carayannis, George Washington University, Washington, DC, USA (Eds)
S. Dhalwal, University of Westminster

The Millennial Millionaire

The Millennial Millionaire enables you to share the experience of the highs and lows of being young and in business. With a foreword from Apprentice star Margaret Mountford and the founder of Cobra Beer, Lord Karan Bilimoria, the book is aimed at university students or young professionals looking to start a business. Imagine having a £1 million turnover while you’re still under 30. The people featured in this book didn’t just imagine it; they’re working towards it. [...] 

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2017. XVIII, 134 p. Softcover
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€ 19,99 | £ 15,99
ISBN 978-1-137-56351-4

D. Dredge, Aalborg University, Copenhagen SV, Denmark; S. Gyimóthy, Aalborg University, Copenhagen SV, Denmark (Eds)

Collaborative Economy and Tourism

This book explores the connection between the Renaissance during the 14th to 16th centuries and the insurgent renaissance of the 21st Century, with a particular focus on entrepreneurship. The editor poses the argument that current upheavals in human and physical sciences herald a new Renaissance, which could both affect and blend with entrepreneurship. The first Renaissance, conceived and developed in an urban environment, with the Medici family in Florence as pioneers, was a melting pot of art, culture, science and technology. [...] 

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Contributed volume
2017. X, 333 p. 13 illus., 7 illus. in color. (Tourism on the Verge) Hardcover
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€ 139,99 | £ 104,50
ISBN 978-3-319-52659-1

W. G. Egelhoff, Fordham University Graduate School of Business Adm., New York, USA; J. Wolf, Christian-Albrechts University of Kiel, Kiel, Germany

Understanding Matrix Structures and their Alternatives

This book describes the use of matrix structures in large, complex organizations such as MNCs. Using an information-processing perspective of organization design, it develops a more comprehensive theory for fitting the structural configurations of matrix structures to key characteristics of firm strategy. Empirical research by the authors supports this theoretical framework. In addition to structural configuration, Understanding Matrix Structures identifies and develops the mode of decision making within a matrix as an important second dimension of matrix structure design. [...] 

Due February 2017
Monograph
2017. XVI, 234 p. 7 illus. Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-51797-1

P. Formica, Maynooth University, Maynooth (Ed)

Entrepreneurial Renaissance

This book explores the connection between the Renaissance during the 14th to 16th centuries and the insurgent renaissance of the 21st Century, with a particular focus on entrepreneurship. The editor poses the argument that current upheavals in human and physical sciences herald a new Renaissance, which could both affect and blend with entrepreneurship. The first Renaissance, conceived and developed in an urban environment, with the Medici family in Florence as pioneers, was a melting pot of art, culture, science and technology. [...] 

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Contributed volume
2017. XVII, 158 p. 8 illus., 7 illus. in color. (Innovation, Technology, and Knowledge Management) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00
ISBN 978-3-319-52659-1

H. Drumwright, Irvine, CA, USA

Management vs. Employees

This book provides corporate leaders a roadmap for bridging the hierarchical gaps between management and employees to gain company-wide acceptance of transformative strategic initiatives. Serial entrepreneur Hayes Drumwright demonstrates how to take responsibility for uncovering and fusing the inspiration potential at all levels of your organization and neutralizing the culture of fear and apathy that corrodes the team and organizational commitments of your employees. Why is there a divide between management and the employees they lead? [...] 

Available
Professional book
2017. XIV, 120 p. 3 illus. in color. Softcover
€ (D) 28,88 | € (A) 29,69 | *CHF 30.00
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K. Goffin, Cranfield School of Management; R. Mitchell, Cranfield School of Management, UK

Innovation Management

Innovation management is one of the most important and challenging aspects of modern business. Innovation can be a fundamental driver of competitiveness, but it can also be risky and create uncertainty. In the new edition of this leading text, the authors continue to blend successfully their industry experience with extensive academic research to provide a concise and practical approach to developing and implementing strategies. [...] 

Available
Undergraduate textbook
€ (D) 64,19 | € (A) 65,99 | *CHF 66.00
€ 59,99 | £ 45,99
ISBN 978-1-137-37343-4

8
Native and Immigrant Entrepreneurship

This book adopts a multidisciplinary approach to the issue of “local liabilities”, drawing on close analysis of the case of Chinese migrants and the Italian industrial district of Prato in order to elucidate the problems, or liabilities, that derive from the separation between natives and immigrants in local systems of people and firms. [...]

Due February 2017
Contributed volume
2017. X, 253 p. 15 illus. Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126,50
€ 114,99 | € 114,99
ISBN 978-3-319-51252-5

Cultural Due Diligence in Hospitality Ventures

This book introduces readers to a powerful method for cross-cultural due diligence in mergers and organizational collaborations. It employs the context of joint ventures between local communities and companies in the domain of hospitality in emerging tourism destinations. The book first analyzes the impact of cultural diversity in mergers between local communities and the private sector, revealing the characteristics and functions of culture and paying specific attention to the roles of organizational and community cultures in hospitality. [...]  

Due February 2017
Monograph
2017. VII, 354 p. 45 illus., 40 illus. in color. (Tourism, Hospitality & Event Management) Hardcover
€ (D) 149,79 | € (A) 153,99 | *CHF 154,00
€ 139,99 | € 104,50
ISBN 978-3-319-51336-2

Communicating Across Cultures at Work

This new edition examines intercultural communication in the workplace. Firmly grounded in theory, it offers practical suggestions on how people can develop cultural awareness and communication skills. Fully updated with the latest research, this makes an ideal core text.

Due February 2017
Undergraduate textbook
€ (D) 64,19 | € (A) 65,99 | *CHF 66,00
€ 59,99 | € 43,99
ISBN 978-1-137-52636-6

Social Knowledge Management in Action

Knowledge management (KM) is about managing the lifecycle of knowledge consisting of creating, storing, sharing and applying knowledge. Two main approaches towards KM are codification and personalization. The first focuses on capturing knowledge using technology and the latter on the process of socializing for sharing and creating knowledge. Social media are becoming very popular as individuals and also organizations learn how to use it. The primary applications of social media in a business context are marketing and recruitment. [...]

Due December 2016
Contributed volume
2017. X, 160 p. 28 illus., 15 illus. in color. (Knowledge Management and Organizational Learning, Volume 3) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126,50
€ 114,99 | € 86,00
ISBN 978-3-319-51252-5

Knowledge and Project Management

This book argues that by integrating effective knowledge management (KM) with project management (PM), the overall project success rate can be improved significantly. It brings together the latest ideas and research on shared approaches to improve performance based on the research and experience of academics and practitioners. The structured collection of articles presents novel theoretical approaches and clear empirical evidence of the value of integrating the two distinct fields. It enables readers to better understand the need to merge KM with PM and appreciate the benefits. [...] 

Due February 2017
Contributed volume
2017. XIV, 202 p. 29 illus., 17 illus. in color. (Knowledge Management and Organizational Learning, Volume 5) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126,50
€ 114,99 | € 86,00
ISBN 978-3-319-51066-8

Sustainability in Fashion

This book provides a critical insight into sustainability and fashion in a retailing and marketing context. Examining a truly global industry, Sustainability in Fashion offers international application with a view to contextualising important developments within the industry. Contributors use their diverse backgrounds and expertise to provide a contemporary approach in examining key theoretical concepts, constructs and developments. Topics include consumer behaviour, communications, circular economy and supply chain management. [...]  

Due March 2017
Monograph
€ (D) 123,04 | € (A) 126,49 | *CHF 126,50
€ 114,99 | € 86,00
ISBN 978-3-319-51252-5
A. Hira, Simon Fraser University Academic/Ed, Burnaby BC, BC, Canada; M. Benson-rea, University of Auckland Business School Management and International Business, Auckland, New Zealand (Eds)

**Governing Corporate Social Responsibility in the Apparel Industry after Rana Plaza**

This edited collection critically explores the efforts of the apparel industry to improve safety conditions and suggests governance reforms that will resolve lingering issues. The volume examines two consortia: the Alliance and the Accord, which set up cooperative auditing systems of supplying factories and penalties for non-compliance, and include funding to help factories comply and for workers if factories are idled during repairs, though the editors raise doubts about the long-lasting value of such efforts. [...] 

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2017. 200 p. 23 illus. Hardcover

€ (D) 123,04 | € (A) 126,49 | *CHF 126.50

€ 114,99 | £ 86,00

ISBN 978-3-319-60178-0

P. Horváth, IPRI gGmbH, Stuttgart, Germany; J. M. Pütter, IPRI gGmbH, Stuttgart, Germany (Eds)

**Sustainability Reporting in Central and Eastern European Companies**

This collection of expert articles highlights the standards and practices concerning sustainability reporting among companies in Central and Eastern Europe (CEE). Due to the growing interest in corporate social responsibility issues, sustainability reporting has become increasingly common among businesses that claim to adhere to certain social, environmental and economic standards. While it can be observed that sustainability reporting is widely practiced in Western and Northern European countries, only few studies have been conducted on this topic in the CEE region. [...] 

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S. O. Idowu, London Guildhall Faculty Business & Law London Metropolitan University, London, UK; S. Vertigans, Robert Gordon University School of Applied Social Studies, Aberdeen, UK; A. Burlea Schiopoiu, University of Craiova Economics and Business Administration, Dolj, Romania (Eds)

**Corporate Social Responsibility in Times of Crisis**

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H. Kang, Australian Institute of Busines, ADELAIDE, Australia; J. Shen, Shenzhen International Business School, Shenzhen

**International Human Resource Management in South Korean Multinational Enterprises**

In this book, Korean multinational enterprises management strategies in China are analyzed. China is re-centering Asia around its newfound economic might, even as neighboring countries such as Japan and Korea will remain more economically developed for generations to come. How do Asian companies adapt to the Chinese market? In this fascinating study, Haiying Kang and Jie Shen investigate how Korean enterprises have adapted human resources practices to the evolving corporate climate in China. [...] 

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**Social Media for Government**

This book provides practical know-how on understanding, implementing, and managing mainstream social media tools (e.g., blogs and micro-blogs, social network sites, and content communities) from a public sector perspective. Through social media, government organizations can inform citizens, promote their services, seek public views and feedback, and monitor satisfaction with the services they offer so as to improve their quality. Given the exponential growth of social media in contemporary society, it has become an essential tool for communication, content sharing, and collaboration. […]

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**China and Africa**

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This management book presents value-driven business process management as a successful method to turn strategy into people- and technology-based execution, quickly and at minimal risk. It also shows how to achieve high performance successfully in a digital business environment. Static business models do not keep pace with the dynamic changes in our digital world. Organizations need a management approach that fits this environment and capitalizes on its opportunities while minimizing the related risks. They need to execute their business strategy fast and reliably. [...] 

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The Palgrave Handbook of Humanitarian Logistics and Supply Chain Management

Focusing on the specific challenges of research design and exploring the opportunities of conducting research in humanitarian logistics and supply chain management, this handbook is a significant contribution to future research. Chapters include extensive descriptions of methods used, highlighting their advantages and disadvantages, and the challenges in scoping, sampling, collecting and analysing data, as well as ensuring the quality of studies. [...] 

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Japanese Human Resource Management

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. [...] 

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€ (D) 123,04 | € (A) 126,49 | *CHF 126,50
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Korine reframes the question of succession in family and founder-led businesses as an issue of entrepreneurial choice, concentrating on the challenge of succession for change as opposed to the traditional focus on succession for continuity. It is inevitable that when the leaders of family and founder-led businesses look to pass on the mantle they naturally want to preserve and maintain the firm they have worked so hard for so long to build up. [...] 

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In this book, experts discuss whether volatility, uncertainty, complexity and ambiguity (VUCA) represent a challenge or a business opportunity. More intense debates on global climate change, increased turbulence in financial quarters, increased job insecurity and high levels of stress at the workplace are attracting attention in the context of organization behavior and entrepreneurship. Fear and confusion have become part and parcel of business, often undermining trust, cooperation and inspiration. As a response, a new way of organizing self-management has emerged. [...] 
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humans, rather than overwrought tools for the production of work envisions animals as co-laborers with the necessity of being Champi
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This book investigates how strategic marketing is influencing organizations’ innovation performance. It presents a structured study conducted on micro, small and medium enterprises (MSMEs) to identify the correlation between innovation and strategic marketing in both Indian manufacturing and service organizations. Strategic marketing, which achieves excellence in organizations, is at the heart of improving productivity, profitability and market sustainability, while also supplying organizations a much sought-after competitive advantage. [...]  

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Changing Trends in Japan’s Employment and Leisure Activities

This book reviews employment and leisure trends in Japan from the post-war era to the present. In addition, it also examines how these trends will affect tourism destinations and businesses that rely heavily on Japanese overseas tourism. Topics that are of particular interest to readers include the most current Japanese employment and leisure data and how the data compares with the earlier, postwar era that made up the boom-years of Japanese overseas travel. The latest data provides insight into how today’s working and living conditions in Japan impact overseas travel expenditures today. [...]  

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Srun shows how the psychology of luxury brands truly plays into high value customer motivations and unlocks the potential to understand their decision processes which are unlike that of any other customer. Selling to very wealthy, demanding customers – whether you’re selling luxury products or high value bespoke professional services – is a very different process to selling anything else to anyone else. Francis Srun has twenty years experience in the luxury industry, based in France, Switzerland, China and Hong Kong, most recently with Maison Boucheron. [...]  

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G. Steinhardt, Caesarea, Israel

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ISBN 978-3-319-49997-0

J. Syed, Lahore University of Management Sciences, Lahore, Pakistan; R. Kramar, Australian Catholic University (Eds)

Human Resource Management

This new and fully-updated 2nd edition is a core text for introductory modules to HRM at both undergraduate and postgraduate level. It covers the core topics of HRM through a critical lens, whilst situating the discussion within a global perspective and encourages students to question assumptions that underpin managing people within organisations.

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ISBN 978-1-137-52162-0

R. Tench, Leeds Beckett University
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Exploring the implications of 10 years of data from more than 22,000 communication professionals across Europe, combined with case studies and interviews with chief communication officers from top European companies and organisations, this book provides an insight into how to build, develop and lead excellent communication. [...] 

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€ 114,99 | £ 86,00

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E. Turban, University of Hawaii, Kāhei, HI, USA; J. Whiteside, Lang Associates, Charleston, IL, USA; D. King, Datafitti, LLC, Scottsdale, AZ, USA; J. Outland, Herzing University, Rapid City, SD, USA

Introduction to Electronic Commerce and Social Commerce

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. [...] 

Due February 2017

Undergraduate textbook

4th ed. 2017. IX, 524 p. 74 illus., 60 illus. in color. (Springer Texts in Business and Economics) Hardcover

approx. € (D) 96,29 | € (A) 102,29 | *CHF 99.00

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ISBN 978-3-319-50090-4

H. van Kranenburg, Radboud University Nijmegen School of Management, Nijmegen, The Netherlands (Ed)

Innovation Policies in the European News Media Industry

This book explores the importance and the types of media innovation policies formulated and implemented in various European countries. Each country analysis illustrates the evolution and structure of news media markets and media cross-ownership policies in recent years and evaluates how innovation policies stimulate innovative activities in journalism and news media. The main objective of this book is to promote discussion on how innovation policies can help the news media industry to meet development needs and requirements in the future. [...] 

Due November 2016

Contributed volume

2017. X, 240 p. 11 illus. in color. (Media Business and Innovation) Hardcover

€ (D) 123,04 | € (A) 126,49 | *CHF 126.50

€ 114,99 | £ 86,00

ISBN 978-3-319-45202-9

X. Tang, C. Huang, R. Liu, Chinese Academy of Social Sciences, Beijing, China (Eds)

Development Report on China’s New Media

In this book, specialists and scholars present a comprehensive account of the latest developments in Chinese new media. The articles explore important areas such as security of cyberspace in China; the development of WeChat and micro-blogs; public opinions of social media and the transformation of traditional media. It also summarizes the development of the new-media industry, including digital TV, mobile games, the online video industry, IPTV, new-media advertising and mobile news applications. It is a valuable reference work for researchers and professionals working in media.

Due February 2017

Contributed volume

2017. VIII, 220 p. 25 illus. (Research Series on the Chinese Dream and China’s Development Path) Hardcover

€ (D) 123,04 | € (A) 126,49 | *CHF 126.50

€ 114,99 | £ 86,00

ISBN 978-981-10-3682-8
J. Vesalainen, University of Vaasa, Vaasa, Finland; K. Valkokari, Tampere; M. Hellström, Åbo Akademi University, Åbo (Eds)

Practices for Network Management

Presenting 17 tools developed through rigorous design science research, this book bridges the relevance gap within network management. In so doing, it proposes a novel system-framework and establishes a path towards a networks-as-practice view on inter-organizational relationships. The systems-framework builds on three institutionalized business practices: Networks-as-coordinated social systems, Networks-as-knowledge-creating platforms, and Networks-as-value-generating entities. [...] 

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S. Walden, Ericsson, Milton Keynes

Customer Experience Management Rebooted

Walden shows why most customer experience management fails to improve the customer’s real experience and how to concentrate on the subjective emotional perceptions that drive the customer’s actual “experience” rather than the quantitative service efficiency metrics gathered by most CX tools. Customer experience management is not about managing every objective “experience” your customers have with you. It’s about understanding, measuring and creating “experiences” that customers “value”. [...] 

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€ 69,99 | £ 52,99

K. White, Federation University Australia, Dalesleford, Australia; P. O’Connor, University of Limerick, Limerick, Ireland (Eds)

Gendered Success in Higher Education

This book examines higher education institutions that exemplify gendered success whether in terms of the presence of women in senior positions or attempts to change a gendered organisational culture. It reflects a global perspective, drawing on case studies from eleven countries: Australia, Austria, Ireland, India, New Zealand, Portugal, South Africa, Sweden, Turkey, United Arab Emirates, and the United Kingdom. In each country an organisation has been selected that demonstrate best practice in terms of gendered outcomes or processes. [...] 

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J. C. Westland, University of Illinois, Chicago, USA

Global Innovation Management

Global Innovation Management provides a comprehensive guide to formulating successful innovation strategies, and to implementing and managing policies which foster a sustainable, profitable business, taking into account the global context businesses today operate in. Covering topics such as business models, service innovations, disruptive innovation and people management, it provides an accessible and engaging guide for successfully strategizing and managing innovation. [...] 

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M. Wynn-Williams, University of Greenwich Business School

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M. Wang, Tsinghua University, Beijing, China (Ed)

A Discussion on Chinese Road of NGOs

This book reflects the author’s views on NGO development in China and includes recent papers, reviews, and policy suggestions he has written. This collection introduces the current state of research on NGOs and their development in China to an English-speaking audience, allowing them to understand China’s social reforms, which center on NGOs.

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€ 114,99 | £ 86,00

J. Vesalainen, University of Vaasa, Vaasa, Finland; K. Valkokari, Tampere; M. Hellström, Åbo Akademi University, Åbo (Eds)

Practices for Network Management

Presenting 17 tools developed through rigorous design science research, this book bridges the relevance gap within network management. In so doing, it proposes a novel system-framework and establishes a path towards a networks-as-practice view on inter-organizational relationships. The systems-framework builds on three institutionalized business practices: Networks-as-coordinated social systems, Networks-as-knowledge-creating platforms, and Networks-as-value-generating entities. [...] 

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G. Yilmaz, Bogazici University, Istanbul, Turkey; S. Ledwith, Ruskin College, Oxford, UK

**Migration and Domestic Work**

With female migrants dominating low paid and ever-expanding domestic work worldwide, this book brings together the voices of 120 migrating women from 28 different nations and 10 different religious affiliations. Together they tell how patriarchal and religious gender codes in the family and at work shape their new lives in London, Berlin and Istanbul. [...] 

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P. S. Cohan, Marlborough, MA, USA

**Disciplined Growth Strategies**

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V. Cox, Dstl, Salisbury

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N. Douglas, Oxford Consulting Group, Houston, TX, USA; T. Wykowski, Oxford Consulting Group, Houston, TX, USA

**Rethinking Management**

This book challenges the roots and elements of the existing dominant paradigm of management, which can legitimize artless practices and result in dysfunction, and proposes an alternative based on a different understanding of human nature and social and economic life. This paradigm is designed to bring about the conception of organizations as wholes rather than assemblies of disembodied fragments, with managers as facilitators of the work of others and shapers of culture, with a clear sense of purpose and a moral compass. [...] 

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C. Franz, Roche Holding Ltd, Basel, Switzerland; T. Bieger, University of St. Gallen, St. Gallen, Switzerland; A. Herrmann, University of St. Gallen, St. Gallen, Switzerland (Eds)

**Evolving Business Models**

This book addresses the core challenges currently faced by traditional companies. In the age of digitization many industries are now challenged by disruptions of the traditional value chain: new competitors are coming into play, traditional products don’t sell any more, and profits are at risk. As such, CEOs need to adopt new business models for these established industries, while many companies have to reinvent themselves by developing new products for new markets. In this book, leading CEOs share their experiences in transforming established companies. [...] 

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R. Grünig, University of Freiburg Chair of Management, Freiburg, Switzerland; R. Kühn, Marly, Switzerland

**Solving Complex Decision Problems**

Making decisions is certainly the most important task managers are faced with, and it is often a very difficult one. This book offers a procedure for solving complex decision problems step by step. Unlike other texts, the book focuses on problem analysis, on developing potential solutions, and on establishing a decision-making matrix. In this fourth edition of the book, published under a new title, the authors present simplified, actionable guidelines that can be easily applied to the individual steps in the heuristic process. [...] 

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M. Klubeck, Niles, MI

**Success Metrics**

Step through the process of identifying and combining the right measures to gauge, narrate, and guide your organization's progress toward true success. All organizations have a common goal to be successful. All leaders want to make data-informed decisions and use measures to improve processes, communicate progress, and gain support. The problem is that proxy or partial measures don’t measure overall success and can be misleading. [...]  

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A. Simpson, London

**The Innovation-Friendly Organization**

This book explores five cultural traits – Diversity, Integrity, Curiosity, Reflection, and Connection – that encourage the birth and successful development of new ideas, and shows how organizations that are serious about innovation can embrace them. Innovation – the driver of change and resilience – It is totally dependent on culture, the social environment which shapes how ideas emerge and evolve. Ideas need to breathe, and culture determines the quality of the air. If it’s stuffy and lacks flow, then no idea, however brilliant, will live long enough to fulfill its potential. [...]  

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N. Muenjohn, Royal Melbourne Institute of Technology, Melbourne, VIC, Australia; A. McMurray, Royal Melbourne Institute of Technology, Melbourne, VIC (Eds)

**The Palgrave Handbook of Leadership in Transforming Asia**

This handbook provides a comprehensive overview and evaluation of the variety of organizational leadership issues within the Asian region. It highlights the relationship between leaders and their followers, and the complexity of leadership research and practices in Asian transformational economies. Covering a wide range of contexts and perspectives, the chapters are based on empirical studies with evidence-based findings that can be used as case studies for academics and practitioners. [...]  

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M. Rosenberg, IESE Business School, Barcelona, Spain; P. H. Seager, IESE, Barcelona, Spain (Eds)

**Managing Media Businesses**

A practical guide to every aspect of managing media businesses, written by a team of experts and illustrated with interviews from leading industry players. The media industry is facing a genuinely unprecedented level of change and uncertainty – while more and more content is being published fewer and fewer businesses are finding a way to do so profitably and sustainably. Do newspapers, magazines or books have a future? Will terrestrial television or cable services exist as meaningful players in five years’ time? [...]  

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L. Wright, Lance Wright Associates, Washington DC, DC

**People, Risk, and Security**

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. People, risk and security management should be treated as a critically important integrated business management system. People may be your greatest asset – but they can also be your biggest liability. [...]  

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€ (D) 74,89 | € (A) 76,99 | *CHF 77,00  
€ 69,99 | £ 52,99  
ISBN 978-1-349-95092-8
Sustainable Luxury Brands

This book counters the claim that luxury and sustainability are conflicting concepts, and contends that they can successfully co-exist. Discussing key characteristics of luxury such as craftsmanship and preservation of artisan skills, product quality and durability, and limited quantities of luxury goods, the authors argue that luxury brands are inherently sustainable from economic, social and environmental perspectives. Sustainable Luxury Brands gives a comprehensive overview of luxury to demonstrate this claim, also focusing on sustainable luxury from a consumer perspective. [...] 

Due January 2017
Monograph
2017. XV, 244 p. Illus. (Palgrave Advances in Luxury) Hardcover
€ (D) 123,04 | € (A) 126,49 | *CHF 126.50
€ 114,99 | £ 86,00

I. Bijaoui, Bar Ilan University, Tel Aviv, Israel

SMEs in an Era of Globalization

This book identifies the driving forces behind globalization and proposes innovative ways for small and medium-enterprises (SMEs) to confront them. More than ever, sustainable competitive advantage requires SMEs to continually adapt their strategy and confront new and current competition in the international market. SMEs working with multinational companies could also benefit from winning strategies based on a sensible analysis of rational and irrational phenomena at the micro- and macro-economic levels. [...] 

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ISBN 978-1-137-57570-8

C. Burmann, Universität Bremen, Bremen, Germany; N. Riley, Universität Bremen, Bremen, Germany; T. Halaszovich, Universität Bremen, Bremen, Germany; M. Schade, Universität Bremen, Bremen, Germany

Identity-Based Brand Management

This textbook provides a theoretically based and comprehensive overview of the identity-based brand management. The focus is on the design of brand identity as the internal side of a brand and the resulting external brand image amongst buyers and other external audiences. The authors show that the concept of identity-based brand management has proven to be the most efficient management model to make brands a success. Numerous illustrative practicable examples demonstrate its applicability. [...] 

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€ 76,99 | £ 57,99
ISBN 978-3-658-13560-7

J. Connolly, Dublin City University, Dublin; P. Dolan, Dublin Institute of Technology, Dublin (Eds)

The Social Organisation of Marketing

The book examines the social processes which have shaped the development and organisation of various marketing practices and activities, and the markets associated with them. Drawing on the figurational-sociological approach associated with Norbert Elias the contributors explain how various markets and related marketing practices and activities are organised, enabled and constrained by the actions of people at different levels of social integration. [...] 

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ISBN 978-3-319-51570-0

H. Aghazadeh, University of Tehran, Tehran

Principles of Marketology, Volume 2

Businesses today operate in a more complex and turbulent environment and face intense competition. To be successful, businesses must intelligently understand and deal with their changing environment and market. In this book, Hashem Aghazadeh introduces marketology as a market-related system that enables businesses to achieve competitive success through providing superior value to their key stakeholders. [...] 

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C. Amatulli. University of Bari, Bari; M. De Angelis, LUISS University, Rome, Italy; M. Costabile, LUISS University, Italy, Italy; G. Guido. University of Salento, Lecce, Italy

Strategic Marketing Cases in Emerging Markets

This book helps students to develop a critical understanding of the service business scenarios and strategies used in marketing for emerging markets. The case studies presented focus on creating, communicating and delivering customer value to emerging market consumers through various marketing strategies, processes and programs in the context of emerging market dynamics, consumer diversity, and competitors. [...] 

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€ (D) 58,84 | € (A) 60,49 | *CHF 60.50
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ISBN 978-3-658-13560-7

A. Adhikari, Indian Institute of Management Kozhikode, Kozhikode, India; S. K. Roy, The University of Western Australia, Perth, Australia (Eds)
C. Herbes, University of Nuertingen-Geislingen, Nuertingen, Germany; C. Friege, Friege-Consulting, Stuttgart, Germany (Eds)

Marketing Renewable Energy

This book answers questions such as: How do you market green electricity or bio-methane? What is the right price for renewable energy? How do the legal framework and customer preferences influence marketing strategies? Is direct marketing or online marketing the key to success? Answers to these and many other questions can be found in this volume, which gathers contributions from leading researchers and respected practitioners. [...] 

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ISBN 978-3-319-46426-8

E. Hernández, San Antonio, TX, USA

Leading Creative Teams

Learn the skills you must master to assume leadership roles—creative directors, art directors, and advertising managers—on creative teams and in integrated branding campaigns for corporate clients. This book compares and contrasts the skill sets and responsibilities of creatives with those of managers who direct creative teams. Technical competence in the creative arts is a necessary but not sufficient prerequisite for promotion to and success in positions directing creative teams. Business, management, and communication skills are equally necessary. [...] 

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R. L. Williams, Jr., Susquehanna University, Selinsgrove, PA; H. A. Williams, Mar-Kadam Associates, Selinsgrove

Vintage Marketing Differentiation

This book analyzes the origins of marketing and branding strategies and the unique situations involving differentiation. Photographs of actual materials that were created and used in marketing campaigns between 1846-1946 are featured to bring to life these vintage innovations. Examining how and why these classic strategies were devised and implemented provides insight on how the vintage strategies can continue to be used to position products, services, and experiences within current market situations. [...] 

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€ (D) 96,29 | € (A) 98,99 | *CHF 99.00
€ 89,99 | £ 67,50

ISBN 978-1-137-39431-6

A. G. Woodside, Boston College, Chestnut Hill, MA (Ed)

The Complexity Turn

This book takes the reader beyond net effects and main and interaction effects thinking and methods. Complexity theory includes the tenet that recipes are more important than ingredients—any one antecedent (X) condition is insufficient for a consistent outcome (Y) (e.g., success or failure) even though the presence of certain antecedents may be necessary. A second tenet: modeling contrarian cases is useful because a high or low score for any given antecedent condition (X) associates with a high Y, low Y, and is irrelevant for high/low Y in some recipes in the same data set. [...] 

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€ 114,99 | £ 86,00

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R. W. Palmatier, S. Sridhar

Marketing Strategy

Marketing strategy is the pursuit of solutions to four fundamental marketing problems: 1) all customers differ, 2) all customers change, 3) all competitors react, and 4) all resources are limited. Structured around these four First Principles of Marketing Strategy, this important new textbook offers a unique and extensively classroom-tested approach to marketing strategy. [...] 

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ISBN 978-3-319-46426-8

B. Jin, Univ of North Carolina Greensboro, Greensboro, NC; E. Cedrola, University of Macerata, Macerata (Eds)

Fashion Branding and Communication

This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. [...] 

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