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CIOs and the Digital Transformation
A New Leadership Role
G. Bongiorno, Finaki, Milan; D. Rizzo, Autogrill S.p.A., Rozzano (MI); G. Vaia, Ca’ Foscari University of Venice, Venice (Eds)

This book describes how chief information officers (CIOs) can embrace and drive the digital transformation by providing innovative leadership that uses old skills in a novel way. The book explores ways in which new actors and factors will play a key role in this process and how new relations can be created among things, data, and people. [...] 

Contents

Values Cockpits
Measuring and Steering Corporate Cultures
F. Glauner, University of Tübingen

This book answers the question of how soft factors such as corporate cultures and individual and corporate values can be transparently steered. With its C4 management tool and reflecting the seven driving forces of corporate culture, the Values Cockpit is a powerful solution designed to steer all dimensions and processes of a company, pursuing a lean approach. [...] 

Contents
Introduction: How to Survive in a Changing world.- Corporate Values - the Third Systemic Factor for Excellence in Enterprises.- Values Cockpits and Values Management.- Values at Work.- Values - A Seedbed for Commercial Value.- Final Thoughts: Businesses and the Values Cockpit.

Series Title
CSR, Sustainability, Ethics & Governance

The Quintessence of Sales
What You Really Need to Know to Be Successful in Sales

This book from the Quintessence series offers essential know-how on the theory and practice of sales, the main turnover and value driver of any business. Sales can be seen as the “front line” where key business successes are prepared and put into practice. [...] 

Contents

Series Title
Quintessence Series
Marketing Renewable Energy
Concepts, Business Models and Cases
C. Herbes, University of Nuertingen-Geislingen, Nuertingen; C. Friege, Friege-Consulting, Stuttgart (Eds)

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? [...]  

Contents

Series Title
Management for Professionals

Leadership in Extreme Situations
M. Holenweger, Military Academy at ETH Zurich, Birmensdorf, Zurich; M. K. Jager, Military Academy at ETH Zurich, Birmensdorf, Zurich; F. Kernic, Military Academy at ETH Zurich, Birmensdorf, Zurich (Eds)

This book covers various aspects of leadership in critical situations and under extreme conditions. Today’s leaders often face challenging situations or unexpected difficulties, and mastering these requires a wide spectrum of competencies such as creativity, courage and empathy. [...]  

Contents
Part I: General Part.- Introduction.- Facing Death: The Dynamics of Leadership and Group Behavior in Extreme Situations when Death Strikes without Warning.- Crisis, Leadership, and Extreme Contexts.- Team Leadership in Extremis: Enschede, Urugzgan, Kathmandu and Beyond.- Leadership, Morale and Cohesion: What Should be Changed?- Leadership in Extreme Conditions and under Severe Stress: Case Study Analysis.- Part II: Leadership in Extreme Situations and Military Settings. [...]  

Series Title
Advanced Sciences and Technologies for Security Applications

Zero Outage
Putting ICT Quality First in the Digital Era

This reference book shows how the Zero Outage method leads to more stability in operations, more reliability in projects and, ultimately, to greater customer satisfaction. It explains why clear standards for platforms, processes and personnel are essential for ensuring high ICT quality from end to end and what to look out for during changes – the most common cause of IT outages. [...]  

Contents

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Management for Professionals

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ISBN 978-3-319-53738-2

All Language Rights Available
Customer Value, Shareholder Wealth, Community Wellbeing

A Roadmap for Companies and Investors

D. Kilroy, The KBA Consulting Group, Hawthorn, VIC, Australia; M. Schneider, The KBA Consulting Group, South Yarra, VIC, Australia

This book provides a roadmap for leaders of listed companies to follow in order to build enduring institutions that create value for customers and wealth for shareholders on an ongoing basis, in ways that also enhance the wellbeing of all other legitimate stakeholders – including the wider community and the environment. [...]

Contents

Chapter 1. Clarifying the Goal.
Chapter 2. The Understanding.
Chapter 3. Some Important Truths.
Chapter 5. Two Joint and Mutually-Reinforcing Objectives.
Chapter 6. Creative Thinking and the Value Creation Mind-Set.
Chapter 7. An Overview of the Journey.
Chapter 8. Valuing the Current Strategy.
Chapter 12. An Organisation that Prospering well into the Future. [...]

SUCCESSION FOR CHANGE

Strategic transitions in family and founder-led businesses

H. Korine, INSEAD, Fontainebleau, France

Korine reframes the question of succession in family and founder-lead 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. [...]

Contents

Chapter 1. Succession to Preserve a Legacy.
Chapter 2. Continuity as an Outcome of Doing it by the Book.
Chapter 3. Change Imperative for Family and Founder-led Businesses.
Chapter 4. Succession for Change in Current Practice.
Chapter 5. The World of Succession Services.
Chapter 6. Next Generation.
Chapter 7. Succession in a World of Change.
Chapter 8. Succession as Transformation.
Chapter 9. Rethinking Succession Governance.

Strategic Management Accounting

A Practical Guidebook with Case Studies

W. S. Li, Hong Kong Baptist University at Zhuhai, Hong Kong, China

This book serves as a guide to strategic management accounting. It introduces new and useful concepts on how to collect, analyse, and evaluate options to enable managers to steer corporate directions and write strategic plans for the long-term success of the corporation. [...]

Contents

Part I. Management Accounting Basics.
Chapter 4. Managing Customers.
Chapter 5. Customer Account Analysis.
Part II. Competitor’s Accounting.
Chapter 7. Game Theory in Strategic Pricing.
Chapter 8. Strategic Value Analysis.
Chapter 10. Strategic Merges & Acquisitions.

Series Title

Management for Professionals
Managing VUCA Through Integrative Self-Management
How to Cope with Volatility, Uncertainty, Complexity and Ambiguity in Organizational Behavior
S. S. Nandram, Praan Group, Halfweg, The Netherlands; P. K. Bindlish, Praan Group, Halfweg, The Netherlands (Eds)

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. [...]
The Innovation-Friendly Organization
How to cultivate new ideas and embrace the change they bring
A. Simpson, UK

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. [...] 

Contents
Chapter 1.- Cultures where ideas thrive
Chapter 2.- Diversity
Chapter 3.- Integrity
Chapter 4.- Curiosity
Chapter 5.- Reflection
Chapter 6.- Connection

The Product Manager’s Toolkit®
Methodologies, Processes, and Tasks in Technology Product Management
G. Steinhardt, Caesarea, Israel

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and deliverables) that covers all aspects of product management. [...] 

Contents

Series Title
Management for Professionals

Leading and Managing in the Social Sector
Strategies for Advancing Human Dignity and Social Justice
S. A. Tirmizi, Graduate School of Leadership and Change, Brattleboro, VT, USA; J. D. Vogelsang, Queens College/CUNY, Queens, NY, USA (Eds)

This book explores leadership and management in social sector organizations, which include, NGOs, non-profits, social enterprises, social businesses, and cross-sector collaborations focusing on advancing human dignity and social justice. [...] 

Contents

Series Title
Management for Professionals
While it is possible for a company to achieve short-term profit, it is much more difficult to sustain corporate success over time. This book is intended for those who run, or want to run, a business whatever its size or activity, with the objective of making it sustainable so that it will be a legacy for future generations. [...] 

Contents
The Importance of Sustainability in Corporate Strategy.- Why Are Corporate Ambition and Culture Vital for Sustainability?.- Treasuring Selected Customers: The Secret for Sustainability?.- How Do Enduring Firms Outlive the Environment and the Competition?.- Why Sustainable Firms Have a Superior Management of Capabilities?.- Selecting the Right Organization and Structure for Sustainability.- Learning from the Operational Practices of Sustainable Companies.- Innovation: The Central Way to Achieve Corporate Sustainability.- Growth Strategy for Corporate Sustainability. [...] 

Series Title
Management for Professionals

Business Model Design Compass
Open Innovation Funnel to Schumpeterian New Combination Business Model Developing Circle
J. J. Yun, Tenured Researcher of DGIST and Professor of Open Innovation Academy of SOItmC, Daegu, Korea (Republic of)

This book reveals how open innovation utilizes the developing circle of business models to establish new ones that define a unique link between technology and markets, focusing on how to develop and maintain successful business models. [...] 

Contents

Series Title
Management for Professionals

China's Technology Innovators
Selected Cases on Creating and Staying Ahead of Business Trends
X. Zhu, China Europe Int'l Business School, Shanghai, China

This book is one of the first to explore how Chinese companies are feeling the impulse of emerging business trends and seizing opportunities brought by technology innovation. [...] 

Contents

Series Title
Management for Professionals

All Language Rights Available excluding Chinese
Ageing, Organisations and Management

Constructive Discourses and Critical Perspectives

I. Aaltio, University of Jyväskylä, Jyväskylä; A. J. Mills, Saint Mary’s University Sobey School of Business, Dartmouth, NS, Canada; J. H. Mills, Saint Mary’s University, Halifax, NS, Canada (Eds)

This book explores critical perspectives on ageing in organisations and offers both managerial and workplace practices for dealing with this prominent issue. The collection provides cross-disciplinary research on the discursive and mythological aspects of ageing at work as well as recent studies of the relationship between age and innovation, talent, careers, and workplace transitions. [..]

Contents


Managing the Psychological Contract

Employee Relations in South Asia

A. Abdullah, University of South Australia, Adelaide, SA, Australia

This book explores the differences between Western and non-Western cultures to provide a more comprehensive understanding of psychological contract and its consequences on employees’ behavioral, attitudinal, and cognitive outcomes. [..]

Contents


Inclusive Leadership

Negotiating Gendered Spaces

S. Adapa, University of New England, Armidale, NSW, Australia; A. Sheridan, University of New England, Armidale, NSW, Australia (Eds)

Examining perceptions of leaders which are dependent on social and cultural contexts, this edited collection argues that in order to thrive and to understand the future business landscape, leaders must be inclusive and create followership. [..]

Contents


Series Title

Palgrave Studies in Leadership and Followership
Value-Oriented Media Management
Decision Making Between Profit and Responsibility
K. Altmeppen, Catholic University Eichstaett-Ingolstadt, Eichstaett; C. A. Hollifield, University of Georgia at Athens, Athens, USA; J. van Loon, Catholic University Eichstaett-Ingolstadt, Eichstaett (Eds)

In the light of a rapidly changing media industry with new technologies, actors and advertising models, and the critical role of media in society, this volume highlights the meaning of different values in media companies and media managers’ decisions. [...]

Contents

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Media Business and Innovation

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M. Aluchna, Warsaw School of Economics, Warsaw, Poland; S. O. Idowu, London Metropolitan University, London, UK (Eds)

This book discusses the tasks and functions of corporate governance in the light of current challenges and the dynamics that arise from a broader approach to company management and the integration of corporate governance with corporate social responsibility (CSR) and sustainability. [...] 

Contents

Series Title
CSR, Sustainability, Ethics & Governance

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Recent Developments in Metaheuristics
L. Amodeo, University of Technology of Troyes Laboratory of Ind. Systems Optimization, Troyes, France; E. Talbi, University of Lille 1, Villeneuve d’Ascq; F. Yalaoui, University of Technology of Troyes Laboratory of Ind. Systems Optimization, Troyes, France (Eds)

This book highlights state-of-the-art developments in metaheuristics research. It examines all aspects of metaheuristic research including new algorithmic developments, applications, new research challenges, theoretical developments, implementation issues, in-depth experimental studies. The book is divided into two sections. [...] 

Contents

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<table>
<thead>
<tr>
<th>Book</th>
<th>Title</th>
<th>Authors</th>
<th>Series Title</th>
<th>Contents</th>
<th>Price</th>
<th>ISBN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer</td>
<td>Multicriteria and Clustering</td>
<td>Z. Andreopoulou, Aristotle University of Thessaloniki, Forest Informatics Laboratory, Thessaloniki, Greece; C. Koliouska, Aristotle University of Thessaloniki, Forest Informatics Laboratory, Thessaloniki, Greece; C. Zopounidis, Technical University of Crete, School of PEM, Chania, Greece</td>
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</tr>
<tr>
<td>Palgrave Macmillan</td>
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<td>M. C. Annosi, Wageningen University, Pagani; F. Brunetta, LUISS Guido Carli University, Rome</td>
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</tr>
<tr>
<td>Springer</td>
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</tr>
</tbody>
</table>
**Diversity and Inclusion in the Global Workplace**

*Aligning Initiatives with Strategic Business Goals*

C. T. E. d. Aquino, University of Phoenix, Palm Harbor, FL; R. W. Robertson, University of Phoenix, Tampa, FL (Eds)

This edited collection offers a nontraditional approach to diversity management, going beyond gender, race, and ethnicity. [...]

**Contents**


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**Luxury Brands in China and India**

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

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. [..]

**Contents**


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**Turkish Multinationals**

*Market Entry and Post-Acquisition Strategy*

Y. Ayden, Fatih University, Buyukcekmece, Turkey; M. Demirbag, Essex Business School, Southend-on-Sea, UK; E. Tatoglu, Ibn Haldun University, Basaksehir, Turkey

This book explores the internationalization of Turkish multinationals by examining a set of firms from various industries and providing eleven detailed case studies. The authors aim to discover the reasons behind the drive for internationalization within the firms, and how their internationalization processes work. [..]

**Contents**


**Series Title**

Palgrave Studies of Internationalization in Emerging Markets
Higher Education Governance in the Arab World
Exploring the Challenges of the Education Sector and Social Realities
G. Azzi, Holy Spirit University of Kaslik, Jounieh (Ed)

This book offers an insight into the complications higher education is currently facing in the Arab world. It discusses whether governance in international higher education is of particular importance in Arab countries when considering their difference in political systems, cultures, interests, concerns and numerous conflicts. 

Contents

Innovative Quality Improvements in Operations
Introducing Emergent Quality Management
T. Backström, Mälardalen University, Eskilstuna, Sweden; A. Fundin, Mälardalen University, Eskilstuna, Sweden; P. E. Johansson, Mälardalen University, Eskilstuna, Sweden (Eds)

This book examines current and emerging challenges in manufacturing related to the ideal of developing production processes with variability and agility on one level of the system, combined with structures ensuring stability and robustness on another level; close to what by other scholars has been discussed in terms of continuous innovation. 

Contents
Contents.- Introduction by editors.- Quality management for both stability and development (Anders Fundin and Bo Bergman).- Explore and exploit in lean production (Peter E Johansson).- Kaikaku and kaizen in lean production (Yuji Yamamoto).- A knowledge perspective on explore and exploit (Mattias Ekl).- An organizational perspective on explore and exploit (John Bessent).- Leadership for exploration and exploitation (Tomas Backström and Jim Hazy). 

Dignity in the Workplace
New Theoretical Perspectives
M. Bal, University of Lincoln, Lincoln, UK

Introducing a theory of workplace dignity into the field of management studies, this innovative new book presents an alternative paradigm based on principles of human dignity which is integrated into a theoretical approach to the topic. The author addresses and analyses the causes and consequences of the dominant political-economic paradigm within management studies. 

Contents

Series Title
Humanism in Business Series
Advances in Chinese Brand Management
J. M. T. Balmer, Brunel University, London, UK; W. Chen, Brunel University, Uxbridge (Eds)

This book includes a fascinating range of up-to-date articles on China from the Journal of Brand Management that marshal research and scholarship undertaken by Chinese, British, European and American scholars. [...]

Contents

Series Title
Journal of Brand Management: Advanced Collections

Social Dynamics in a Systems Perspective
S. Barile, “Sapienza” University of Rome, Rome; M. Pellicano, Salerno University, Salerno; F. Polese, Salerno University, Salerno (Eds)

This book targets the critical issue of decision making in uncertain conditions and situations. The aim is to increase readers’ understanding of complexity and of socio-economic interactions through the application of systems thinking perspectives. [...]

Contents
Preface.- Chapter 1 Co-creation based upon emotional inferences.- Chapter 2 Complexity and Sustainability in management.- Chapter 3 Innovation and Society – a systems perspective.- Chapter 4 Value Co-creation and requisite variety.- Chapter 5 The sharing economy and social business.- Chapter 6 Systems Theories in action.

Series Title
New Economic Windows

Family Businesses in the Arab World
Governance, Strategy, and Financing
S. Basly, University of Paris Nanterre, Nanterre, France (Ed)

This book focuses on topics such as the cultural specificity of Arab family businesses with regard to shaping their governance and management; the influence that specific values in the Arab world could exert on the management of family businesses; how spiritual and religious values influence business in Arab family firms; and the role of emotions in the management of family firms in the Arab World [...]

Contents

Series Title
Contributions to Management Science
The Role of Franchising on Industry Evolution
Assessing the Emergence of Franchising and its Impact on Structural Change
R. Beere, Dublin, Ireland

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. [...] 

Contents
Chapter 1 Franchising Overview.- Chapter 2 International Context.- Chapter 3 The Emergence of Franchising.- Chapter 4 The Impact of Franchising on Industry Evolution.- Chapter 5 Case Study of the Irish Fast Food/Quick Service Restaurant Industry.- Chapter 6 Case Study of the Irish Real Estate Industry.- Chapter 7 Franchising: From Industry Fragmentation to Consolidation.- Chapter 8 Conclusion.

Emergent Knowledge Strategies
Strategic Thinking in Knowledge Management
E. Bolisani, University of Padua, Vicenza; C. Bratianu, Bucharest University of Economic Studies, Bucharest, Romania

This book is intended to spark a discourse on, and contribute to finding a clear consensus in, the debate between conceptualizing a knowledge strategy and planning a knowledge strategy. It explores the complex relationship between the notions of knowledge and strategy in the business context, one that is of practical importance to companies. [...] 

Contents

Series Title
Knowledge Management and Organizational Learning

Sensitivity Analysis
An Introduction for the Management Scientist
E. Borgonovo, Bocconi University, Milan

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. [...] 

Contents

Series Title
International Series in Operations Research & Management Science
Social and Environmental Dimensions of Organizations and Supply Chains
Tradeoffs and Synergies
M. Brandenburg, Flensburg University of Applied Sciences, Flensburg; G. J. Hahn, University of Kassel; T. Rebs, German Graduate School of Management and Law, Heilbronn (Eds)

This book focuses on environmental and social factors in international supply chains and industry networks. It explores whether socially-responsible and environmentally-conscious operations are complementary or conflicting to economic targets. The book elaborates on innovative approaches to manage the economic, ecological and social performance in supply networks from different perspectives. [...]

Contents
Section 1 – Performance management for sustainable supply chain management.- 2. Opportunities of combining sustainable supply chain management practices for performance improvement (J. K. Campos & T. Rebs).- 3. Interactions along the supply chain for building and deploying dynamic capabilities (D. Zvezdov & R. Akhavan).- 4. Towards the integration of sustainability metrics into the Supply Chain Operations Reference (SCOR) model (M. Stohler, T. Rebs, & M. Brandenburg). [...]
### Dimensional Corporate Governance

**An Inclusive Approach**

**N. Capaldi**, Loyola University New Orleans, New Orleans, LA, USA; **S. O. Idowu**, London Metropolitan University, London, UK; **R. Schmidpeter**, Cologne Business School, Cologne (Eds)

This book explores different dimensions of the field of corporate governance and social responsibility. [...]  

**Contents**  

**Series Title**  
CSR, Sustainability, Ethics & Governance

---

### Analytics, Innovation, and Excellence-Driven Enterprise Sustainability

**E. G. Carayannis**, George Washington University, Washington, District of Columbia, USA; **S. Sindakis**, American University in Dubai School of Business, Dubai, United Arab Emirates (Eds)

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. [...]  

**Contents**  

**Series Title**  
Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth

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### Hidden Inequalities in the Workplace

**A Guide to the Current Challenges, Issues and Business Solutions**

**V. Caven**, Nottingham Trent University Nottingham Business School, Nottingham, UK; **S. Nachmias**, Nottingham Trent University Nottingham Business School, Nottingham, UK (Eds)

The book presents a critical framework for assessing whether organisational practice and function reinforces unseen potential differences amongst individuals in the workplace. It offers a comprehensive understanding and awareness of managerial and organisational practices that perpetuate social exclusion and discrimination towards individuals in the workplace. [...]  

**Contents**  
1. Introduction; Valerie Caven and Stefanos Nachmias.- 2. The Challenges and Social Impact of Coeliac Disease in the Workplace; Valerie Caven and Stefanos Nachmias.- 3. The ‘A’ Word in Employment; Considerations of Asperger’s Syndrome for HR Specialists; Anne Cockayne.- 4. Conflicts and Challenges of Gender in the Workplace: The Police Service in England, Wales and Northern Ireland; Janet Astley.- [...]  

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Distributed Leadership
The Dynamics of Balancing Leadership with Followership
N. Chatwani, University of Applied Sciences Vienna, Vienna (Ed)

Addressing the area of shared leadership, also known as collective or distributed leadership, this edited book embraces the underlying idea that leadership is a dynamic process that intersects closely with followership. [...] 

Contents
1. Exploring Distributed Leadership through a Leader-Follower Lens; Marc Hurwitz.- 2. Followership Engagement in Hybrid Distributed Leadership; Neha Chatwani.- 3. Investigating the Dynamism of Change in Leadership in Identity; Koen Marichal, Jesse Segers, Karen Wouters and Jeroen Stouten.- 4. From Followership to Shared Leadership: The Changing Role in the Healthcare Team; Mark Clark and Martina Buljac-Samardžić.- 5. Investigating Team performance in Generation Y in Delhi (India); Shalini Sahni. [...] 

Series Title
Palgrave Studies in Leadership and Followership

Current Perspectives on Asian Women in Leadership
A Cross-Cultural Analysis
Y. Cho, University, Bloomington, IN; R. Ghosh, Univ of Drexel Room 241 F Korman Center, Philadelphia, PA; J. Sun, The University of Texas-Tyler, Tyler, TX; G. N. McLean, McLean Global Consulting, Jacksonville Beach, FL, USA (Eds)

This book explores the unique socioeconomic challenges encountered by female leaders in China, India, Japan, Korea, and other Asian countries where traditional cultural expectations and modernized values coexist. It provides insight into gender inequality and underutilization of female talent as well as ways to develop highly qualified women in organizations. [...] 

Contents

Series Title
Current Perspectives on Asian Women in Leadership

Optimization and Control for Systems in the Big-Data Era
Theory and Applications
T. Choi, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong; J. Gao, Shanghai University of Finance and Economics, Shanghai, China; J. H. Lambert, University of Virginia, Charlottesville, VA, USA; C. Ng, The Chinese University of Hong Kong, Shatin, N.T., Hong Kong; J. Wang, Qingdao University, Shandong, China (Eds)

This book focuses on optimal control and systems engineering in the big data era. It examines the scientific innovations in optimization, control and resilience management that can be applied to further success. In both business operations and engineering applications, there are huge amounts of data that can overwhelm computing resources of large-scale systems. [...] 

Contents

Series Title
Optimization and Control for Systems in the Big-Data Era

August 2017
XXI, 279 p. 26 illus. Hardcover. 148 x 210 mm
£ 104,50 | € 139,99
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The Social Organisation of Marketing
A Figurational Approach to People, Organisations, and Markets
J. Connolly, Dublin City University, Dublin; P. Dolan, Dublin Institute of Technology, Dublin (Eds)

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. [...]

Contents

Handbook of Recent Advances in Commodity and Financial Modeling
Quantitative Methods in Banking, Finance, Insurance, Energy and Commodity Markets
G. Consigli, University of Bergamo, Bergamo; S. Stefani, University of Milan Bicocca, Milano; G. Zambruno, University of Milan Bicocca, Milano (Eds)

This handbook includes contributions related to optimization, pricing and valuation problems, risk modeling and decision making problems arising in global financial and commodity markets from the perspective of Operations Research and Management Science. [...]

Contents

Series Title
International Series in Operations Research & Management Science

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

This book offers a wealth of new views and interpretations of well-being in tourism, emphasizing the role that co-creation – the creation or enhancement of value through tourist engagement with tourism providers and other tourists – is increasingly playing in enriching tourist experiences. [...]

Contents
Part I Experience prosumption.- The experience economy logic in the wellness tourism industry.- The Relationship between travel motives and customer value among wellness tourists.- Postmodern museum visitor experience as a leisure activity.- Driving first-time Spectators and repeat spectators to cultural events.- A journey inside tourist souvenirs.- Part II Experience co-production.- From conflict to co-creation: Ski-touring on groomed slopes in Austria.- The importance of quality labels in consumers’ preferences. [...]

Series Title
Tourism on the Verge
The Goals of Sustainable Development
Responsibility and Governance

D. Crowther, De Montfort University
Faculty of Business & Law, Leicester, UK; S. Seifi, University of Derby, Derby; A. Moyeen, Federation University, Ballarat, VIC (Eds)

This book analyses various aspects of social responsibility, corporate responsibility, sustainability and governance. Rather than focusing narrowly on a single perspective, it investigates a number of problems and scenarios that can all be considered an aspect of one of these fields, and shows how they are all related to each other and to the problems and issues facing businesses. [...] 

Contents
Chapter 1. Against Theory: Redefining Corporate Social Responsibility using a Lacanian Perspective.- Chapter 2. The Linkages between CSR, Social Capital, and Small Enterprise Development in a Large Company’s Supply Chain.- Chapter 3. An exploration of social investment discourses in the Oil and Gas sector.- Chapter 4. Determinants which enhance purchase behaviour of energy efficient household appliances in emerging markets.- [...] 

Series Title
Approaches to Global Sustainability, Markets, and Governance

August 2017
X, 250 p. 11 illus., 7 illus. in color. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-981-10-5046-6

All Language Rights Available

State-Owned Multinationals
Governments in Global Business

A. Cuervo-Cazurra, Northeastern University, BOSTON, MA, USA (Ed)

This book provides a deep understanding of state-owned multinationals (SOMNCs) and their role in global business. SOMNCs have emerged as a force to contend with in global competition, and their study connects several fields such as economics, political economy, international business and global strategy. [...] 

Contents

Series Title
JIBS Special Collections

August 2017
XIV, 277 p. 14 illus. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-3-319-51714-8

All Language Rights Available

Research and Development Management
Technology Journey through Analysis, Forecasting and Decision Making

T. Daim, Portland State University, Portland, OR, USA; J. Kim, Portland State University, Portland, OR, USA; K. Phan, Portland State University, Portland, OR, USA (Eds)

This book introduces readers to essential technology assessment and forecasting tools, demonstrating their use on the basis of multiple cases. [...] 

Contents

Series Title
Science, Technology and Innovation Studies

June 2017
XII, 292 p. 101 illus., 68 illus. in color. Hardcover. 155 x 235 mm
£ 104,50 | € 139,99
ISBN 978-3-319-54536-3

All Language Rights Available
Servant Leadership and Followership
Examining the Impact on Workplace Behavior
C. J. Davis, University of Phoenix, Junction City, KS, USA (Ed)

Providing a deeper understanding of leadership, followership theory, and the follower as servant leader, this book provides employee and follower perspectives of servant leadership in the workplace. The collection brings together both empirical and conceptual research from around the globe to illustrate how the leader is seen through the lens of the follower. [...]}

Contents

Series Title
Palgrave Studies in Leadership and Followership

July 2017
XXXI, 328 p. 3 illus. Hardcover. 148 x 210 mm
£ 86,00 | € 114,99
ISBN 978-3-319-59365-4

All Language Rights Available

Innovation, Startups and Intellectual Property Management
Strategies and Evidence from Latin America and other Regions
I. De Leon, Inter-American Development Bank, Washington, DC, USA; J. Fernandez Donoso, Universidad del Desarrollo, Las Condes, Santiago, Chile

This book identifies the potential of intellectual property as a competitive asset for Latin American firms. The authors employ a cognitive approach that involves identifying why small firms are reluctant to register patents, resorting rather to alternative IP competitive strategies. [...]}

Contents

Series Title
Annals of Information Systems

June 2017
XXVIII, 152 p. 13 illus. in color. Hardcover. 155 x 235 mm
£ 86,00 | € 114,99
ISBN 978-3-319-54905-7

All Language Rights Available

Analytics and Data Science
Advances in Research and Pedagogy
A. V. Deokar, The Pennsylvania State University, Erie, PA, USA; A. Gupta, University of Tennessee Chattanooga College of Business, Chattanooga, TN; L. Iyer, The University of North Carolina ISSCM Department, Greensboro, NC; M. C. Jones, University of North Texas Department of ITDS, Denton, TX (Eds)

This book explores emerging research and pedagogy in analytics and data science that have become core to many businesses as they work to derive value from data. The chapters examine the role of analytics and data science to create, spread, develop and utilize analytics applications for practice. [...]}

Contents

Series Title
Annals of Information Systems

September 2017
VI, 297 p. 39 illus., 23 illus. in color. Softcover. 155 x 235 mm
£ 104,50 | € 139,99
ISBN 978-3-319-58096-8

All Language Rights Available
Collaborative Economy and Tourism
Perspectives, Politics, Policies and Prospects
D. Dredge, Aalborg University, Copenhagen SV; S. Gyimóthy, Aalborg University, Copenhagen SV (Eds)

This book employs an interdisciplinary, cross-sectoral lens to explore the collaborative dynamics that are currently disrupting, re-creating and transforming the production and consumption of tourism. [...] 

Contents

Series Title
Tourism on the Verge

June 2017
XIV, 323 p. 13 illus., 9 illus. in color. Hardcover.
155 x 235 mm
£ 104.50 | € 139.99
ISBN 978-3-319-51797-1

Introduction to Earnings Management
M. El Diri, University of Leeds Business School, Leeds, UK

This book provides researchers and scholars with a comprehensive and up-to-date analysis of earnings management theory and literature. While it raises new questions for future research, the book can be also helpful to other parties who rely on financial reporting in making decisions like regulators, policy makers, shareholders, investors, and gatekeepers e.g., auditors and analysts. [...] 

Contents

August 2017
IX, 113 p. Hardcover.
155 x 235 mm
£ 59.99 | € 79.99
ISBN 978-3-319-62685-7

Prosocial Leadership
Understanding the Development of Prosocial Behavior within Leaders and their Organizational Settings
T. Ewest, Houston Baptist University, Houston, TX, USA

This book explores the behavioral phenomenon that is intended to aid in the benefit of others, known as prosocial behavior. The author combines eight years of quantitative and qualitative research to explain and delineate the antecedents to prosocial leadership and align these findings into an understandable model for prosocial leadership development. [...] 

Contents

August 2017
XVI, 216 p. Hardcover.
148 x 210 mm
£ 86.00 | € 114.99

All Language Rights Available
The Ethics of Ability and Enhancement
J. Flanigan, University of Richmond Jepson School of Leadership Studies, Richmond, VA; T. L. Price, University of Richmond, Richmond, VA, USA (Eds)

This book explores our ethical responsibilities regarding health in general and disabilities in particular. [...] 

Contents

Series Title
Jepson Studies in Leadership

September 2017
Approx. 305 p. 2 illus., 1 illus. in color.
Hardcover.
155 x 235 mm
£ 108,00 | € 144,99
ISBN 978-3-319-58921-3

All Language Rights Available

Financial Crises and Earnings Management Behavior
Arguments and Evidence Against Causality
B. M. Franceschetti, University of Macerata, Macerata

This book approaches the question of the relation between financial crises and earnings management from two philosophical perspectives: positivism and critical realism. The results obtained using the positivist approach indicate that financial crises tend to have no consistent effect on earnings quality since managers’ earnings behavior does not differ from the pre-crisis to the crisis period. [...] 

Contents
1 Introduction.- 2 Earnings Management: Origins.- 3 A Critical Realist Perspective on Earnings Management.- 4 Financial Crisis as a Major Cause of Earnings Management: Theoretical Background and Literature Review.- 5 Does Financial Crisis Cause Earnings Management?.

Series Title
Contributions to Management Science

September 2017
X, 161 p. 3 illus.
Hardcover.
155 x 235 mm
£ 86,00 | € 114,99
ISBN 978-3-319-54120-4

All Language Rights Available

Collaborative Research Design
Working with Business for Meaningful Findings
P. Freytag, University of Southern Denmark, Kolding; L. Young, University of Southern Denmark, Kolding (Eds)

This book articulates and interconnects a range of research methods for the investigation of business management processes. It introduces new directions that both recognise the business community as stakeholders in the research process and seek to include them in that process. [...] 

Contents

August 2017
VIII, 429 p. 49 illus., 36 illus. in color.
Hardcover.
155 x 235 mm
£ 104,50 | € 139,99
ISBN 978-981-10-5006-0

All Language Rights Available
Understanding Novelty in Organizations

A Research Path Across Agency and Consequences

M. L. Frigotto, University of Trento, Trento

Providing a first tentative understanding of novelty and a set of implications for organizations to manage it, this book focuses on the potential offered by emergent novelty, namely novelty which is neither designed nor pursued. The author asks how organizations might increase their abilities and strategies to benefit from its early recognition. [...] 

Contents

August 2017
XVI, 273 p. 16 illus. Hardcover. 148 x 210 mm
£ 86.00 | € 114,99
ISBN 978-3-319-56095-3

All Language Rights Available

Employment Relations in Financial Services

An Exploration of the Employee Experience After the Financial Crash

G. Gall, University of Bradford, Bradford, UK

This book describes and analyses the impact of the 2007-2008 financial crisis upon the working conditions of employees in the financial services sector in Britain. It tells the story of workers being made to pay the price for a crisis that was not of their own making, but nevertheless caused a deleterious impact on their employment security, remuneration and working conditions. [...] 

Contents

July 2017
XV, 257 p. 1 illus. Hardcover. 148 x 210 mm
£ 86.00 | € 114,99

All Language Rights Available

The Leadership Hubris Epidemic

Biological Roots and Strategies for Prevention

P. Garrard, St George's, University of London, London, UK (Ed)

This edited collection surveys and analyses the multidimensional problem of Hubris syndrome, and its deleterious effect on leadership within organisations. The study develops an extended metaphor of the social and political ill of Hubris as a virulent, communicable disease of dysfunctional leadership, illustrating its ubiquity and potential for serious harm. [...] 

Contents

September 2017
XVII, 155 p. 9 illus. Hardcover. 148 x 210 mm
£ 86.00 | € 114,99
ISBN 978-3-319-57254-3

All Language Rights Available
Identity, Meaning, and Subjectivity in Career Development
Evolving Perspectives in Human Resources
J. Gedro, Rochester, NY, USA

This book closely interrogates the construct of identity and the role it plays in career development. It provides guidance for HRD practitioners and researchers who create career development programs through a typology of different categories of identity, such as demographics, life events, and career histories. 

Contents

Series Title
Palgrave Explorations in Workplace Stigma

Management and Governance of Networks
Franchising, Cooperatives, and Strategic Alliances
G. W. J. Hendriks, Erasmus University, Rotterdam, The Netherlands; G. Cliquet, University of Rennes 1, Rennes, France; T. Ehrmann, University of Münster; J. Windsperger, University of Vienna, Vienna (Eds)

This book highlights cutting-edge research in the economics and management of networks as an interdisciplinary field, offering new theoretical, empirical and practical perspectives on the management, governance, ownership and control of cooperatives, franchising networks and strategic alliances.

Contents

Series Title
Contributions to Management Science

Sustainability in Fashion
A Cradle to Upcycle Approach
C. E. Henninger, University of Manchester, Manchester, UK; P. J. Alevizou, University of Sheffield, Sheffield, UK; H. Goworek, University of Leicester, Leicester, UK; D. Ryding, University of Manchester, Manchester, UK (Eds)

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.

Contents
Economic Transformation and Business Opportunities in Asia
P. Hoontrakul, Vimanmak Noi Co., Ltd, Bangkok, Thailand

This book examines the uneven economy in Asia, showing how the pace of economic transformation affects prosperity and the emerging middle class. [...] 

Contents

Automotive FDI in Emerging Europe
Shifting Locales in the Motor Vehicle Industry
A. J. Jacobs, East Carolina University, Greenville, NC, USA

This book examines the dramatic increase in automotive assembly plants in the former Socialist Central European (CE) nations of Czechia, East Germany, Hungary, Poland, and Slovakia from 1989 onwards. [...] 

Contents

Contemporary Logistics in China
Reformation and Perpetuation
Z. Jiao, Nankai University Logistics Research Center, Tianjin; S. Lee, Nankai University Logistics Research Center, Tianjin; L. Wang, Nankai University Logistics Research Center, Tianjin; B. Liu, Nankai University Logistics Research Center, Tianjin (Eds)

This book is the seventh volume in a series entitled “Contemporary Logistics in China,” authored by researchers from the Logistics Center at Nankai University. In the spirit of the six preceding annual volumes, this book carries on the ideal of providing a systematic exposition on the logistics development in China for the English-speaking community at large. [...] 

Contents
Chapter 1 Development of China’s Logistics Market.- Chapter 2 Logistics Facilities and Technological Development.- Chapter 3 Development of Regional Logistics Market.- Chapter 4 Development of Manufacture Logistics.- Chapter 5 Development of Logistics Park in China.- Chapter 6 Development of Shipping Logistics in China.- Chapter 7 Development of City Logistics in China.- [...] 

Series Title
Current Chinese Economic Report Series

August 2017
XVII, 371 p. 26 illus. Hardcover. 148 x 210 mm
£ 104.50 | € 139.99
ISBN 978-3-319-58927-5

All Language Rights Available excluding Chinese and Thai

July 2017
X, 356 p. Hardcover. 148 x 210 mm
£ 86.00 | € 114.99
ISBN 978-1-137-40781-8

May 2017
V, 229 p. 41 illus., 8 illus. in color. Hardcover. 155 x 235 mm
£ 86.00 | € 114.99
ISBN 978-981-10-4177-8

All Language Rights Available
Advances in Luxury Brand Management
J. Kapferer, Inseec, Paris; J. Kernstock, University of St. Gallen Centre of Competence for Brand Management, St. Gallen; T. O. Brexendorf, WHU-Otto Beisheim School of Management HCCG, Düsseldorf; S. M. Powell, University of Wollongong, Wollongong, NSW, Australia (Eds)

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. [...]

Contents
Chapter 1. Introduction: Luxury Brand Management Insights and Opportunities; Joachim Kernstock, Tim Oliver Brexendorf and Shaun M. Powell.- Chapter 2. The End of Luxury as We Knew It?; Jean-Noël Kapferer.- Chapter 3. Luxury Brand Marketing – The Experience is Everything; Glyn Atwal and Alistair Williams.- Chapter 4. The Luxury Brand Strategy Challenge; Uché Okonkwo.- Chapter 5. The Specificity of Luxury Management – Turning Marketing Upside Down; Jean-Noël Kapferer and Vincent Bastien. [...]
Optimal Control Applications for Operations Strategy
B. Kim, KAIST Business School, Seoul, Korea (Republic of)

This book focuses on the applications of optimal control theory to operations strategy and supply chain management. It emphasizes the importance of optimal control theory as a tool to analyze and understand fundamental issues in the respective fields. [..]

Contents

Real-time Strategy and Business Intelligence
Digitizing Practices and Systems
M. Kohtamäki, University of Vaasa, Vassa, Finland (Ed)

This book discusses and conceptualizes practices on real-time strategy, focusing on the interplay between strategy and business intelligence. Combining strategic practices and business intelligence systems, the authors demonstrate how managerial practices can be developed in the age of digitization. [..]

Contents
Chapter 1 Introduction: real-time strategy and business intelligence.- Chapter 2 Strategic agility – Integrating Business Intelligence with Strategy.- Chapter 3 Business intelligence – Capturing an elusive concept.- Chapter 4 How management control systems can facilitate a firm's strategic renewal and creation of financial intelligence.- Chapter 5 Competitive intelligence – A strategic process for external environment foreknowledge.- Chapter 6 Human Resource Intelligence – Enhancing the quality of decision making and improving business performance. [..]

Famous and (Infamous) Workplace and Community Training
A Social History of Training and Development
D. M. Kopp, Barry University, Miami, FL, USA

This book explores the social history of training and development and describes how ordinary training systems were linked to extraordinary events. [..]

Contents
Corporate Risk Management for International Business
A. Kucuk Yilmaz, Anadolu University, Eskişehir, Turkey; T. Flouris, Hellenic American University, Manchester, NH, USA

This book presents research on how businesses can be empowered to manage their company’s risk exposure in international settings. It elaborates on approaches that advocate the minimizing of threats and sizing opportunities as the best strategy through which corporate objectives are maximized. [...] 

Contents

Series Title
Accounting, Finance, Sustainability, Governance & Fraud: Theory and Application

System Dynamics
Soft and Hard Operational Research
M. Kunc, University of Warwick, Warwick, UK (Ed)

This book presents some of the most important papers published in Palgrave’s Journal of Operational Research relating to the use of System Dynamics (SD) in the context of Operational Research (OR). [...] 

Contents

Series Title
OR Essentials

Online Intermediaries for Co-Creation
An Explorative Study in Healthcare
C. W. Künne, Munich

This book investigates the powerful role of online intermediaries, which connect companies with their end customers, to facilitate joint product innovation. Especially in the healthcare context, such intermediaries deploy interactive online platforms to foster co-creation between engaged healthcare consumers and innovation-seeking healthcare companies. [...] 

Contents

Series Title
Progress in IS
Citizenship in Organizations
Practicing the Immeasurable
S. Langenberg, Campus Gelbergen, Hoeleden - Kortenaken; F. Beyers, Campus Gelbergen, Hoeleden (Eds)

This book explores the concept of citizenship, and the role that organizations can or do play in its creation, stimulation and control. [...] 

Contents
Introduction (Suzan Langenberg, Fleur Beyers and Sophie Langenberg).- Economy and immeasurability (Gido Berns).- Meeting at the Boundaries: Marginality as a source of Wealth Reading Genesis 23 (Luc Hoebeke).- Inequality of power (Machiel Karskens).- Politics: understanding a volatile realm (Catherine Susanne Schnitzer).- Is there space for rational thinking in altruism? (Leopold Vansina).- Guiltless Guilt (Hans Wesseling).- Organizing Counter-conduct (Suzan Langenberg).- Emergent Times: Disruptive Logic as a Breeding Ground (Fleur Beyers). [...] 

Sustainability in Innovation and Entrepreneurship
Policies and Practices for a World with Finite Resources
A. Leal-Millan, Universidad de Sevilla, Sevilla, Spain; M. Peris-Ortiz, Universitat Politècnica de València, Valencia, Spain; A. L. Leal-Rodríguez, Universidad Loyola Andalucía, Sevilla, Spain (Eds)

This book provides a richly illustrated study of sustainability, innovation and entrepreneurship. Specifically, it examines the ways in which governmental policies and practices modify the social conditions necessary to promote innovation in businesses and by so doing impact economic development. [...] 

Contents
Chapter 1: Policies and Practices for Sustainability in Innovation and Entrepreneurship: An Overview.- Chapter 2: Fostering a relationship learning context as a driver of green innovation performance and green customer capital.- Chapter 3: Smart Cities, innovation and sustainability: which role for cities in Fostering "green" Entrepreneurship?- Chapter 4: How cultural beliefs and the response to fear appeals shape consumer’s purchasing behavior toward sustainable products.- [...] 

Series Title
Innovation, Technology, and Knowledge Management

August 2017
XV, 311 p. 3 illus. Hardcover. 148 x 210 mm
£ 104,50 | € 139,99
ISBN 978-3-319-60236-3

All Language Rights Available

Sustainability in Innovation and Entrepreneurship
Policies and Practices for a World with Finite Resources
A. Leal-Millan, Universidad de Sevilla, Sevilla, Spain; M. Peris-Ortiz, Universitat Politècnica de València, Valencia, Spain; A. L. Leal-Rodríguez, Universidad Loyola Andalucía, Sevilla, Spain (Eds)

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Series Title
Innovation, Technology, and Knowledge Management

July 2017
XII, 178 p. 14 illus., 6 illus. in color. Hardcover. 155 x 235 mm
£ 86,00 | € 114,99
ISBN 978-3-319-57317-5

All Language Rights Available

Advances in Global Marketing
A Research Anthology
L. C. Leonidou, School of Economics and Management University of Cyprus, Nicosia; C. S. Katsikeas, Leeds University Bus. School, Maruice Keyworth Build, Leeds; S. Samiee, University of Tulsa College of Business Administration, Tulsa, OK, USA; B. Aykol, Dokuz Eylul University, Izmir, Turkey (Eds)

This book of expert contributions provides a comprehensive analysis of contemporary global marketing issues under different international business settings. [...] 

Contents
International marketing research: A state-of-the-art review and the way forward.- Lean start-up’ practices: Initial internationalization and evolving business models.- Reverse internationalization: A review and suggestions for future research.- The roles of INVs and their agents in the organization of marketing tasks.- Home country institutional agents (HCIAs) as boundary spanners supporting SME internationalization.- Exploring informal and formal learning activities as enablers of learning-by-exporting in small and medium sized firms. [...] 

Series Title
Innovation, Technology, and Knowledge Management

October 2017
400 p. 30 illus. Hardcover. 155 x 235 mm
£ 104,50 | € 139,99
ISBN 978-3-319-61384-0

All Language Rights Available
Brand Gender
Increasing Brand Equity through Brand Personality
T. Lieven, University of St. Gallen

This book explores ways to drive and increase a brand’s most important property, its equity. Focussing on gender, the author analyses the impact of assigning personalities and characteristics to products and how this can affect the management of brands on a global scale. 

Contents

The Low Carbon Economy
Understanding and Supporting a Sustainable Transition
N. Lynch, University of Derby, Derby, UK; E. Conway, University of Derby, Derby, UK; P. Baranova, University of Derby, Derby, UK; F. Paterson, University of Derby, Derby, UK (Eds)

This edited collection explores the challenges and opportunities presented by the transition to a low carbon economy, and outlines the different approaches taken to ensure the sustainability of such a transition. 

Contents

Entrepreneurship Education
Experiments with Curriculum, Pedagogy and Target Groups
M. J. Manimala, Xavier Institute of Management and Entrepreneurship (XIME), Bangalore; P. Thomas, Christ University, Bangalore (Eds)

The book provides an overview of developments in the field of entrepreneurship education, with special reference to global perspectives on innovations and best practices, as well as research in the emerging economy context.

Contents
Managing Improvement in Healthcare

Attaining, Sustaining and Spreading Quality

A. M. McDermott, Cardiff University, Cardiff, UK; M. Kitchener, Cardiff University Cardiff Business School, Cardiff; M. Exworthy, University of Birmingham Health Services Mgmt Ctr, Birmingham (Eds)

Reflecting the challenges and opportunities of achieving improvement in healthcare systems, the contributions of this innovative new text lend depth and nuance to an increasing area of academic debate. Encompassing context, processes and agency, Managing Improvements in Healthcare addresses the task of attaining, embedding and sustaining improvement in the industry.

Contents


Series Title

Organizational Behaviour in Health Care

Planetary Passport

Re-presentation, Accountability and Re-Generation

J. McIntyre-Mills, Flinders University, Adelaide, SA

This book explores the implications of knowing our place in the universe and recognising our hybridity. It is a series of self-reflections and essays drawing on many diverse ways of knowing. The book examines the complex ethical challenges of closing the wide gap in living standards between rich and poor people/communities. [...] 

Contents

Glossary.- Summary.- Focusing thoughts.- Foreword: Rationale for Planetary Passport: Knowing our place through recognizing our hybridity and interconnectedness.- • Consciousness is a continuum across all life.- • Mindfulness and transformation.- Re-membering and re-connecting with Country.- Research as resistance and re-generation.- Prologue: Hunger and Thirst: learning from history, experience and place.- Ecological footprint: implications for systemic praxis and governance. [...] 

Series Title

Contemporary Systems Thinking

Balancing Individualism and Collectivism

Social and Environmental Justice

J. McIntyre-Mills, Flinders University, Adelaide, SA, Australia; N. Romm, University of South Africa, Capital Park, Pretoria; Y. Corcoran-Nantes, Flinders University, Adelaide, SA, Australia (Eds)

This book addresses the social and environmental justice challenge to live sustainably and well. It considers the consequences of our social, economic and environmental policy and governance decisions for this generation and the next. The book tests out ways to improve representation, accountability and re-generation. [...] 

Contents


Series Title

Contemporary Systems Thinking
The Combinatory Systems Theory
Understanding, Modeling and Simulating Collective Phenomena
P. Mella, University of Pavia, Pavia

This study adopts the logic of Systems Thinking and Control Systems, presenting a simple but complete theory called the Theory of Combinatory Systems. This new theory is able to describe, interpret, explain, simulate and control collective phenomena and their observable effects. [...] 

Contents

Series Title
Contemporary Systems Thinking

May 2017
XVI, 287 p. 123 illus., 120 illus. in color. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-3-319-54803-6

The Digitization of Healthcare
New Challenges and Opportunities
L. Menvielle, EDHEC Business School, Nice Cedex, France; A. Audrain-Pontevia, Université du Québec à Montréal, Montréal, Canada; W. Menvielle, Université du Québec à Trois-Rivières, Trois Rivières, Canada (Eds)

Combining conceptual, pragmatic and operational approaches, this edited collection addresses the demand for knowledge and understanding of IT in the healthcare sector. With new technology outbreaks, our vision of healthcare has been drastically changed, switching from a ‘traditional’ path to a digitalized one. [...] 

Contents
Part I: Digitalization of healthcare overview and outlook of a promising sector.- 1 - State of the Art of Healthcare– The cubism period (J-C. Mestre).- 2 - Reshaping Health Care through mHealth: Lessons from the On-Demand Economy (Scarffe, A.D., Smith, A.D., & Barrett, D).- 3 - Tapping the full potential of e-health: business models need economic assessment frameworks (Christophe PASCAL).- 4 - Reconfiguration of the regulation in health: a central role for the digitalization? (Thierry Garrot, Nathalie Angele-Halgand). [...] 

Personal Flourishing in Organizations
J. A. Mercado, Pontifical University of Santa Croce, Rome (Ed)

This book examines the important insights that psychology and philosophy can offer into the promotion of personal flourishing within organizations and the potential benefits that can accrue in terms of personal development, performance, goal achievement, and teamwork. [...] 

Contents

August 2017
XXX, 462 p. 28 illus. Hardcover. 148 x 210 mm
£ 104.50 | € 139,99

July 2017
XII, 195 p. 7 illus. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-3-319-57701-2

All Language Rights Available
This book explains the subtle maneuvers of what researchers call “facework” and demonstrates the vital role it plays in the success or failure of cross-cultural interactions. [...] 

Contents

Creating and Sustaining Competitive Advantage
Management Logics, Business Models, and Entrepreneurial Rent
C. S. Mishra. Florida Atlantic University, Boca Raton, FL, USA

This book develops a unified framework to explain the phenomena of competitive advantage and firm value creation in dynamic environments. Through a new strategic value creation theory, it explores how a firm can measure and sustain its competitive advantage through management incentives, capital market forces, organizational culture and structure, and social complexity. [...] 

Contents

Highlighting the Importance of Big Data Management and Analysis for Various Applications
M. Moshirpour, University of Calgary, Calgary, AB, Canada; B. Far, University of Calgary, Calgary, AB, Canada; R. Alhajj, University of Calgary, Calgary, AB, Canada (Eds)

This book addresses the impacts of various types of services such as infrastructure, platforms, software, and business processes that cloud computing and Big Data have introduced into business. Featuring chapters which discuss effective and efficient approaches in dealing with the inherent complexity and increasing demands in data science, a variety of application domains are covered. [...] 

Contents

Series Title
Studies in Big Data
Private Action for Public Purpose
Examining the Growth of Falck, the World’s Largest Rescue Company
A. Murdock, London South Bank University, London, UK

This book analyses the private provision of rescue and emergency services, and focuses on the emergence of the world’s largest rescue company, Falck. The author’s structured academic perspective is informed through close co-operation with Falck, which operates in 44 countries and across 6 continents. [...] 

Contents
Part I. - Chapter 1. The Emergence of Falck; Alex Murdock and Frederik Madsen.- Chapter 2. Investigating Reliability and rescue; Anton Bradburn.- Chapter 3. Trust and the Public Sector; Christiane Stelling.- Chapter 4. Innovation in Products and Services; Alex Murdock and Stephen Barber.- Chapter 5. Governance and Ownership; Alex Murdock.- Chapter 6. Diversification and Growth; Alex Murdock.- Chapter 7. Internalisation and Globalisation Post-2004; Alex Murdock.- Chapter 8. Culture and Core Values; Alex Murdock.- Part II. Case Studies. [...] 

Agile Procurement
Volume I: Adding Value with Lean Processes
B. Nicoletti, Rome

This book is the first of two volumes presenting a business model to add value through Procurement. Including several case studies of successful implementation, it demonstrates how the increasing complexity of the business environment requires a significant intervention on the management of processes and information within individual organizations and through inter-company relations. [...] 

Contents

Agile Procurement
Volume II: Designing and Implementing a Digital Transformation
B. Nicoletti, Rome

This book is the second of two volumes presenting a business model to add value through Procurement. Including several case studies of successful implementation, it demonstrates how the increasing complexity of the business environment requires a significant intervention on the management of processes and information within individual organizations and through inter-company relations. [...] 

Contents
Migration, Cross-border Trade and Development in Africa
Exploring the Role of Non-state Actors in the SADC Region
C. C. Nshimbi, University of Pretoria, Hatfield, South Africa; I. Moyo, University of Zululand Department of Geography, KwaDlangezwa (Eds)

Based on migration dynamics in the Southern African Development Community (SADC) region, this edited volume focuses on the activities of grassroots and informal non-state actors. The authors explore cross-border economic activities, migration governance issues, the regional integration project of the SADC, and implications for sustainable development in Africa. [...] 

Contents

Series Title
Palgrave Studies of Sustainable Business in Africa

Progressive Business Models
Creating Sustainable and Pro-Social Enterprise
E. O’Higgins, University College Dublin, Dublin; L. Zsolnai, Budapest, Hungary (Eds)

This book presents and analyses exemplary cases of progressive business, understood as ecologically sustainable, future-respecting and pro-social enterprise. [...] 

Contents

Series Title
Palgrave Studies in Sustainable Business

Managing Sustainable Stakeholder Relationships
Corporate Approaches to Responsible Management
L. O’Riordan, FOM Essen

This book examines corporate approaches to responsible management by investigating the stakeholder relationships between business and society. [...] 

Contents

Series Title
CSR, Sustainability, Ethics & Governance
Customer Engagement Marketing

R. W. Palmatier, University of Washington
Foster School of Business, Seattle, WA, USA;
V. Kumar, Georgia State University
JMRCB Tower Place 200 Ste 204, Atlanta, GA, USA;
C. M. Harmeling, Tallahassee, FL, USA (Eds)

This book provides a synthesis of research perspectives on customer engagement through a collection of chapters from thought leaders. It identifies cutting-edge metrics for capturing and measuring customer engagement and highlights best practices in implementing customer engagement marketing strategies. [...] 

Contents

Design Thinking Research

Making Distinctions: Collaboration versus Cooperation

H. Plattner, Hasso Plattner Institute for Software Systems Engineering, Potsdam;
C. Meinel, Hasso Plattner Institute for Software Systems Engineering, Potsdam;
L. Leifer, Stanford University, Stanford, CA, USA (Eds)

This book summarizes the results of Design Thinking Research Program at Stanford University in Palo Alto, California, USA and the Hasso Plattner Institute in Potsdam, Germany. [...] 

Contents

Series Title
Understanding Innovation

The Post-War Reconstruction of Greece

A History of Economic Stabilization and Development, 1944-1952

G. Politakis, Athens, Greece

The book presents the first comprehensive account of how economists, engineers and industrialists mapped out the economic future of Greece in the aftermath of civil war devastation. It documents the policy debate that took place among Greece and its sponsors about the future course of the economy, the required investment and their financing. [...] 

Contents

Series Title
Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth
Gender and Innovation in the New Economy
Women, Identity, and Creative Work
S. Poutanen, University of Turku, Turku, Finland; A. Kovalainen, University of Turku, Turku, Finland

This book provides a thorough and novel examination of the gendered nature of innovations in the new economy. It tracks the contemporary shift from heavy industry to game industry and how this has altered relationships between gender, identity, corporate culture, creative work, and the future of business. [...] 

Contents

Innovative Healthcare Systems for the 21st Century
H. Qudrat-Ullah, York University, Toronto, ON, Canada; P. Tsasis, York University, Toronto, ON, Canada (Eds)

This book presents the latest in decision-making tools, techniques, and solutions for policy makers to utilize in overcoming the challenges faced by healthcare systems. [...] 

Contents

Series Title
Understanding Complex Systems

Corporate Social Responsibility in India
Some Empirical Evidence
S. S. Raju, Tata Institute of Social Sciences, Mumbai (Ed)

This book presents the authors’ recent field experiences of corporate social responsibility (CSR) activities in different regions of India. It also demonstrates how social auditing and stakeholder mapping help analyze the impact that particular individuals or groups may have on the functioning of any company in an area. [...] 

Contents
Network Embeddedness
Examining the Effect on Business Performance and Internationalization
M. Ratajczak-Mrozek, Poznan University of Economics, Poznan, Poland

This book systematizes the concepts of business relationships and network embeddedness, taking a new approach to internationalization, relevant for the global economy. It reflects the growing importance of network internationalization theory and explores the impact of embeddedness in domestic and foreign relationships on a company's performance. [...] 

Contents

Series Title
Palgrave Studies of Internationalization in Emerging Markets

Knowledge, Learning and Innovation
Research Insights on Cross-Sector Collaborations
V. Ratten, La Trobe University, Melbourne, VIC, Australia; V. Braga, Polytechnic Institute of Porto, Porto, Portugal; C. S. Marques, University of Trás-os-Montes and Alto Do, Vila Real, Portugal (Eds)

This book places knowledge, learning and innovation at the heart of cross-sector collaborations. Collaboration for innovation is a topic that has attracted widespread interest from academics, business strategists and government officials. To date the collaborations have focused on the performance management process and more specifically on how to encourage collaboration. [...] 

Contents

Series Title
Contributions to Management Science

Ergonomic Design of Products and Worksystems - 21st Century Perspectives of Asia
P. K. Rayn Institute of Technology Kharagpur, Kharagpur; J. Maitin Institute of Technology, Kharagpur (Eds)

This edited volume focuses on research conducted in the area of ergonomic design. Chapters are extensions of works presented at the International Conference on Management of Ergonomic Design, Industrial Safety and Healthcare Systems. [...] 

Contents

Series Title
Managing the Asian Century
Healthcare Systems Management: Methodologies and Applications
21st Century Perspectives of Asia
P. K. Rayn Institute of Technology Kharagpur, Kharagpur; J. Maitin Institute of Technology, Kharagpur (Eds)

This edited volume focuses on research conducted in the area of healthcare systems management. Chapters are extensions of works presented at the International Conference on Management of Ergonomic Design, Industrial Safety and Healthcare Systems. […]

Contents

Series Title
Managing the Asian Century

Neuroscience in Information Systems Research
Applying Knowledge of Brain Functionality Without Neuroscience Tools
R. Riedl, University of Applied Sciences Upper Austria, Steyr; F. D. Davis, Texas Tech University, Lubbock, TX; R. Banker, Temple University Fox School of Business and Management, Philadelphia, PA; P. H. Kenning, University of Duesseldorf Chair of Marketing, Duesseldorf

This book shows how information systems (IS) scholars can effectively apply neuroscience expertise in ways that do not require neuroscience tools. However, the approach described here is intended to complement neuroscience tools, not to supplant them. […]

Contents

Series Title
Lecture Notes in Information Systems and Organisation

Information Technology Governance in Public Organizations
Theory and Practice
L. Rusu, Stockholm University, Kista, Stockholm, Sweden; G. Viscusi, École Polytechnique Fédérale de Lausanne, Lausanne (Eds)

This book examines trends and challenges in research on IT governance in public organizations, reporting innovative research and new insights in the theories, models and practices within the area. As we noticed, IT governance plays an important role in generating value from organization’s IT investments. […]

Contents

Series Title
Integrated Series in Information Systems
User Centric E-Government
Challenges and Opportunities
S. Saeed, Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia; T. Ramayah, University Sains Malaysia, Penang; Z. Mahmood, University of Derby, Derby (Eds)

This book provides user studies and theories related to user-centered technology design processes for e-government projects. The book mainly discusses inherent issues of technology design implications, user experiences, and guidelines for technology appropriation. Ethnographic studies focusing on real life examples will enable readers to understand the problems in an effective way. [...] 

Contents

Series Title
Integrated Series in Information Systems

September 2017
VII, 194 p. 25 illus., 21 illus. in color. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-3-319-59441-5
All Language Rights Available

Who Stole Our Market Economy?
The Desperate Need For Socioeconomic Progress
A. C. Samii, Ponte Vedra, FL

This book discusses the current landscape of our market economy, which is in the hands of financiers and billionaires who decrease competition as well as consumer power. In order for society to fully thrive and provide its members higher living standards and quality of life, it must distribute and deliver the fruits of the economic activity without discrimination and favoritism. [...] 

Contents

Series Title
Palgrave Macmillan Asian Business Series

May 2017
XIV, 152 p. 10 illus. Hardcover. 148 x 210 mm
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All Language Rights Available

Conducting Business in China and India
A Comparative and Contextual Analysis
D. Sardana, Griffith University Griffith Business School, Southport, QLD, Australia; Y. Zhu, University of South Australia School of Management, Adelaide, SA, Australia

This book takes a holistic approach to explore how business is being conducted in China and India, and to analyze the factors that influence business decisions in present times. [...] 

Contents

Series Title
Palgrave Macmillan Asian Business Series

July 2017
XXIII, 291 p. 2 illus. Hardcover. 148 x 210 mm
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ISBN 978-1-137-54719-4
All Language Rights Available
Entrepreneurship in Transition Economies
Diversity, Trends, and Perspectives
A. Sauka, Stockholm School of Economics in Riga, Riga; A. Chepurenko, National Research University Higher School of Economics, Moscow, Russia (Eds)

This book presents a state-of-the-art portrait of entrepreneurship in the transition economies of Central and Eastern Europe (CEE) and the Commonwealth of Independent States (CIS) as well as Georgia and Ukraine. Based on new empirical evidence, it highlights major trends in, characteristics and forms of entrepreneurship common to countries in transition. [...] 

Contents

Series Title
Societies and Political Orders in Transition

July 2017
XIII, 444 p. 49 illus., 19 illus. in color. Hardcover. 155 x 235 mm
£ 112.00 | € 149.99
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Supply Chain Disruption Management Using Stochastic Mixed Integer Programming
T. Sawik, AGH University of Science and Technology, Kraków, Poland

This book deals with stochastic combinatorial optimization problems in supply chain disruption management, with a particular focus on management of disrupted flows in customer-driven supply chains. [...] 

Contents

Series Title
International Series in Operations Research & Management Science

July 2017
XXX, 349 p. 61 illus., 57 illus. in color. Hardcover. 155 x 235 mm
£ 104.50 | € 139.99
ISBN 978-3-319-58822-3

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Coordination in Large-Scale Agile Software Development
Integrating Conditions and Configurations in Multiteam Systems
A. Scheerer, SAP SE Globalization Services, Walldorf

This book explores coordination within and between teams in the context of large-scale agile software development, providing readers a deeper understanding of how coordinated action between teams is achieved in multiteam systems. An exploratory multiple case study with five multiteam systems and a total of 66 interviewees from development teams at SAP SE is presented and analyzed. [...] 

Contents
Introduction.- Theoretical and Conceptual Foundations.- Research Design.- Case Study Results on Coordination in Multimedia Systems.- Discussion and Summary.

Series Title
Progress in IS

May 2017
XV, 128 p. 42 illus., 8 illus. in color. Hardcover. 155 x 235 mm
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Improving Service Level Engineering
An Intuitionistic Fuzzy Approach

R. Schütze. University of Fribourg, Department of Informatics, Fribourg

This book examines how fuzzy methods can be employed to manage service levels in business and IT alignment. It starts by mapping the dependencies of service level agreements, coming up with gradual and bi-polar concepts to eventually classify the level of coupling by intuitionistic fuzzy sets. […]

Contents

Series Title
Fuzzy Management Methods

Rapidly Changing Securities Markets
Who Are the Initiators?

R. A. Schwartz, Baruch College/CUNY, New York, NY, USA; J. A. Byrne, Rockaway, NJ, USA; E. Stempel, Baruch College/CUNY, New York, NY, USA (Eds)

This book offers a look at equity markets and what they have experienced since the 1997 Order Handling Rules were instituted. Specifically, it examines the tremendous technology innovation, intensified competition between an expanding set of alternative trading venues, and continuing regulatory changes that have occurred. Who have been the key initiators? […]

Contents

Series Title
Zicklin School of Business Financial Markets Series

Gender Diversity in the Boardroom
Volume 2: Multiple Approaches Beyond Quotas

C. Seierstad, Queen Mary University of London, London, London, UK; P. Gabaldon, IE Business School, Madrid, Spain; H. Mensi-Klarbach, Leibniz University Hannover, Wein (Eds)

This edited collection provides a structured and in-depth analysis of the current use of multiple approaches beyond quotas for resolving the pressing issue of gender inequality, and the lack of female representation on corporate boards. […]

Contents

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Gender Diversity in the Boardroom
Volume 1: The Use of Different Quota Regulations
C. Seierstad, Queen Mary University of London, London; P. Gabaldon, IE Business School Centro de diversidad, Madrid; H. Mensi-Klarbach, Leibniz University Hannover, Wein (Eds)

This edited collection provides a structured and in-depth analysis of the current use of quota strategies for resolving the pressing issue of gender inequality, and the lack of female representation on corporate boards. [...] 

Contents
1. Setting the Scene: Women on Boards in Countries with Quota Regulations; Heike Mensi-Klarbach, Cathrine Seierstad and Patricia Gabaldon.- 2. Gender Quotas on Corporate Boards in Norway: 10 Years Later and Lessons Learned; Cathrine Seierstad and Morten Huse.- 3. Spain - Gender Diversity on Boards in Spain: A Non-Mandatory Quota; Patricia Gabaldon and Daniela Gimenez.- 4. Gender Diversity on Boards in Iceland: Pathway to Gender Quota Law Following a Financial Crisis; Audur Arna Arnadottir and Throstur Olaf Sigurjonsson. [...] 

Strategic Supply Chain Management
The Development of a Diagnostic Model
S. Sindi, Ransomes Jacobsen, Ipswich, UK; M. Roe, Plymouth University, Plymouth

This book analyses the development of strategic supply chain modelling and its role in optimising decision-making in business, in relation to advances in technology and increased demand due to globalisation. [...] 

Contents

Business Opportunities in the Pacific Alliance
The Economic Rise of Chile, Peru, Colombia, and Mexico
J. E. Spillan, University of North Carolina at Pembroke, Pinehurst, NC, USA; N. Virzi, Universidad Pontificia de Salamanca, Santa Catarina Pinula

This book provides a solid overview of trade and business opportunities in the Pacific Alliance, focusing on the key drivers of economic growth and development in Chile, Peru, Colombia, and Mexico. It addresses the political, economic, and social benefits that accrue when commerce and markets are made freer, and implications this poses for American businesses. [...] 

Contents
Fashion & Music
J. Strähle, Reutlingen University, Reutlingen (Ed)

This book will broaden readers’ understanding of the links between the music and fashion industries. It highlights the challenges currently facing the fashion industry in terms of hyper-competition, definition of ever-faster trends, changing consumer demands etc. […]

Contents

Series Title
Springer Series in Fashion Business

Precarious Professional Work
Entrepreneurialism, Risk and Economic Compensation in the Knowledge Economy
A. Styhre, University of Gothenburg, Gothenburg, Sweden

This book examines the new conditions under which professional work, often referred to as “knowledge-intensive work,” is organised and how professional groups who have traditionally been granted jurisdictional discretion now have their work routines renegotiated. […]

Contents

Series Title
Flexible Systems Management

Flexibility in Resource Management
Sushil, Institute of Technology Delhi, New Delhi; T. P. Singh, Symbiosis Institute of Technology, Pune; A. J. Kulkarni, Symbiosis Institute of Technology, Pune (Eds)

This book provides a conceptual ‘Flexibility in Resource Management’ framework supported by research/case applications in various related areas. […]

Contents

Series Title
Flexible Systems Management

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155 x 235 mm
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ISBN 978-981-10-4887-6

All Language Rights Available
CSR Discovery Leadership
Society, Science and Shared Value Consciousness
D. L. Swanson, Kansas State University, Manhattan, KS, USA

This book argues that separation consciousness has kept a collective demand for corporate social responsibility at bay, even providing justification for business to neglect society. Yet there are signs that separation consciousness is being replaced with the expectation that businesses engage in symbiotic relationships with stakeholders that yield triple bottom line benefits. [...] 

Contents

Managing Organizational Crisis and Brand Trauma
D. W. Tafoya, CompCite, Inc., Devon, PA

This book offers a framework for dealing with a new phenomenon affecting organizations and their stakeholders: brand trauma. Brand trauma puts an organization’s credibility at risk as stakeholders, shaken by the effects of a crisis or a crisis’ poor management reassess their relationship with the organization. [...] 

Contents
1. Organizational Health: The Capacity to Manage Events (and their Downsides) requires an Organizations Steeped in Competent and Capable Individuals.- 2. Trauma in Organizations: Triggering Organizational Trauma and the Trauma Model.- 3. Brand Trauma.- 4. When Trauma isn’t a given (When an event that should produce trauma, doesn’t)- 5. Measuring brand trauma.- 6. Introducing, Re-establishing and Maintaining Order.- 7. Trauma Never goes away; It Still has to be Managed. [...] 

Executive Decision Synthesis
A Sociotechnical Systems Paradigm
V. Tang, MIT, Cambridge, Pleasantville, NY, USA; K. Otto, Singapore University of Technology and Design, Singapore, Singapore; W. Seering, Massachusetts Institute of Technology, Cambridge, MA, USA

This book provides a practice-driven, yet rigorous approach to executive management decision-making that performs well even under unpredictable conditions. It explains how executives can employ prescribed engineering design methods to arrive at robust outcomes even when faced with uncontrollable uncertainty. [...] 

Contents

Series Title
Contributions to Management Science
This book puts forward a carefully crafted theoretical framework that makes a substantial contribution to the field of organizational resilience. It is a framework that goes far beyond the traditional crisis management perspective (accidents, scandals, etc) to an investigation of the characteristics and factors that make organizations viable over time. [...] 

Contents

Series Title
Work, Organization, and Employment

Stigmas, Work and Organizations
S. B. Thomson, MacEwan University, Edmonton, AB, Canada; G. Grandy, University of Regina, Regina, SK, Canada (Eds)

This book brings together current research on stigma, stigma management, and stigma theory as applied to business and management at the micro, meso, and macro levels. It provides a comprehensive perspective of the literature on stigmas and is relevant to those working in organizational behavior, human resource management, and management studies more broadly. [...] 

Contents

Series Title
Palgrave Explorations in Workplace Stigma

Talent Management in Healthcare
Exploring How the World’s Health Service Organisations Attract, Manage and Develop Talent

Providing a global perspective on the increasingly important concept of talent management in the health sector, this significant new text brings together evidence and research findings to suggest how healthcare organisations can attract and retain talent. [...] 

Contents

Series Title
Palgrave Explorations in Workplace Stigma

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Interpretations of Luxury
Exploring the Consumer Perspective
L. L. M. Turunen, University of Vaasa, Helsinki, Finland

Exploring the elements that constitute the perceived luxuriousness of a brand, this book addresses the changing definitions of the term ‘luxury’ in today’s world. Taking the approach that the concept of luxury evolves from the consumer, the author introduces a conceptual model which explains how the consumer interprets the luxuriousness of a brand.

Contents

Series Title
Palgrave Advances in Luxury

Approximate Dynamic Programming for Dynamic Vehicle Routing
M. W. Ulmer, Technische Universität Braunschweig, Braunschweig

This book provides a straightforward overview for every researcher interested in stochastic dynamic vehicle routing problems (SDVRPs).

Contents

Series Title
Operations Research/Computer Science Interfaces Series

Development, Growth and Finance of Organizations from an Eastern European Context
The 2015 Griffiths School of Management Annual Conference on Business, Entrepreneurship and Ethics (GSMAC)
S. Vaduva, Emanuel University of Oradea, Oradea, Romania; I. S. Fotea, Emanuel University of Oradea, Oradea, Romania; A. R. Thomas, University of Akron, Akron, OH, USA (Eds)

This book explores challenges and approaches to the development, financial management and growth of Eastern European organizations, both public and private.

Contents
Preface.- Chapter 1 Country Benchmarking of Setting up a New Business.- Chapter 2 The Image of Local Public Administration in Transylvania among Citizens.- Chapter 3 Entrepreneurial Myopia and Succession-Based Crisis in Family Business.- Chapter 4 The Development of Medical Business through Relational Marketing.- Chapter 5 Customer Satisfaction in IT Professional Services.- Chapter 6 The New Phase Transition of the World Economy.- Chapter 7 Managerial Creativity.- Chapter 8 The Absence of Entrepreneurial Foresight as a Reason for Entrepreneurial Failure.
Reshoring of Manufacturing
Drivers, Opportunities, and Challenges
A. Vecchi, University of Bologna, Bologna (Ed)

This book examines key aspects of the increasingly important phenomenon of reshoring – the decision of companies to reverse offshoring by bringing manufacturing back from overseas. The aim is to equip readers with a full understanding of the current extent of reshoring, its drivers, and the associated opportunities and challenges. [...] 

Contents
Part I Defining the Field of Enquiry.- Part II Enablers and Drivers.- Part III Emblematic Evidence.

Series Title
Measuring Operations Performance

July 2017
VI, 236 p. 12 illus. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-3-319-58882-7

All Language Rights Available

Gendered Success in Higher Education
Global Perspectives
K. White, Federation University Australia, Mt Helen, Australia; P. O’Connor, University of Limerick, Limerick, Ireland (Eds)

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. [...] 

Contents
Chapter 1. Introduction: the focus on success stories; Kate White.- Chapter 2. Gender equality as a core academic value: Undoing gender in a "non-traditional" Swedish University; Helen Peterson and Birgitta Jordansson.- Chapter 3. Feminist university management – precondition or indicator for success? An Austrian case study; Angela Wroblewski.- Chapter 4. Women Vice-Chancellors as change agents? An Australian case study; Kate White.- Chapter 5. Changing the gender profile of the professoriate: An Irish case study; Pat O’Connor. [...] 

Contents

Contents

All Language Rights Available
Technology, Commercialization and Gender
A Global Perspective
P. Wynarczyk, Newcastle University
Business School, Newcastle upon Tyne, UK;
M. Ranga, European Commission’s
Directorate General Joint Research Centre,
Seville, Belgium (Eds)

This book explores the gender dimension in
technology commercialization through a
collection of papers by internationally
renowned scholars in the USA, Mexico and
Europe. [...] 

Contents
Chapter 1. Introduction Setting the Scene:
An Insight into the ‘Gender Divide’ in
Science and Technological Advancement;
Pooran Wynarczyk and Marina Ranga.
Chapter 2. The Gender Dimension in
German Knowledge and Technology
Transfer: A Double-edged Sword; Kathinka
Best, Marie Heidingsfelder, Martina
Schraudner.
Chapter 3. Women’s Role in
Biotechnology Research: The Case of
Mexico; Humberto Merritt and Maria del
Pilar M Perez-Hernandez.
Chapter 4. Patenting Activity in Spain:
A Gender Perspective; Elba Mauleón and María
Bordons. [...] 

Chinese Social Opinion and Crisis
Management
Y. Xie, Shanghai Jiao Tong University,
Shanghai

This book focuses on Chinese society in the
environment created by new media. It
offers insights into Chinese public opinion
for an international readership, and to
promote the media literacy and crisis
coping capacity of all social sectors by
integrating multiple research perspectives,
including journalism and communication,
management, sociology, psychology,
information security, etc. [...] 

Contents
Chinese Public Opinion Report.- Internet
Communication of Public Events.-
Government Satisfaction Survey.

Series Title
Research Series on the Chinese Dream and
China’s Development Path

Migration and Domestic Work
The Collective Organisation of Women
and their Voices from the City
G. Yilmaz, Bogazici University, Istanbul,
Turkey; S. Ledwith, Ruskin College, Oxford,
UK

With female migrants dominating low paid
and ever-expanding domestic work
worldwide, this book brings together the
voices of 120 migrating women of 28
national identities 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. [...] 

Contents
Chapter 1. Migrating Women and Domestic
Work: Starting Our Exploration.- Chapter 2.
Women Migrating to London, Berlin,
Istanbul - A Research Study.- Chapter 3.
Dreams Dashed but Not Forgotten.-
Chapter 4. Migrating Women’s Working
Lives, Rights and Social Protections.-
Chapter 5. Identity, Belonging, Discrim-
ination, Racism, Sexism and Exclusion.-
Chapter 6. Gender, Family and Religion.-
Chapter 7. Family and Gender, Religion and
Work.- Chapter 8. Migrant Women’s
Collectivism: The Diaspora and Community
Organising.- Chapter 9. Migrant Women,
Collectivism, and Trade Unions. [...]
Building Efficient Management and Leadership Practices
The Contemporary Relevance of Chester I. Barnard’s Thought in the Context of the Knowledge-Based Economy
S. Zanda, Sapienza University of Rome, Rome

This book examines the relationships among leadership, the quality of the management process and business results. Drawing from the pioneering contributions of Chester I. Barnard, this book defines the role and characteristics of an effective and efficient manager in the new knowledge economy. [...] Contents

Series Title
Innovation, Technology, and Knowledge Management

July 2017
XXI, 187 p. 1 illus. in color. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-3-319-60067-3
All Language Rights Available

The Origin of the Capitalist Firm
An Entrepreneurial/Contractual Theory of the Firm
W. Zhang, Peking University, Beijing, China

The book addresses the entrepreneurial origin of the capitalist firm and its asymmetric contractual relationships between capitalists, workers, managers and entrepreneurs, and explains the origin of the firm by focusing on entrepreneurship. [...] Contents
Chapter 1 Introduction.- Chapter 2 Corporate Social Responsibility, Culture, and Ownership.- Chapter 3 Business Environment in China.- Chapter 4 Methodology.- Chapter 5 Results.- Chapter 6.- Discussion.- Chapter 7 Conclusions.- References.- Appendices.

Series Title
Communication, Culture and Change in Asia

June 2017
XV, 123 p. Hardcover. 155 x 235 mm
£ 86.00 | € 114,99
ISBN 978-981-10-4824-1
All Language Rights Available excluding Chinese
Value Creation through Engineering Excellence
Building Global Network Capabilities
Y. Zhang, University of Birmingham
Birmingham Business School, Edgbaston, Birmingham, UK; M. Gregory, Cambridge (Eds)

This book provides a systematic framework for effectively creating value through engineering in global business networks, and contributes to an increasingly important branch of engineering operations. [...] 

Contents

Managing Expatriates in China
A Language and Identity Perspective
L. E. Zhang, Royal Holloway University of London, Egham, UK; A. Harzing, Middlesex University, London, UK; S. X. Fan, Royal Melbourne Institute of Technology, Melbourne, VIC, Australia

Providing fresh perspectives on managing expatriates in the changing host country of China, this book investigates expatriate management from a language and identity angle. The authors’ multilingual and multicultural backgrounds allow them to offer a solid view on the best practices towards managing diverse groups of expatriates, including Western, Indian, and ethnic Chinese employees. [...] 

Contents

Open Digital Innovation
A Contest Driven Approach
A. Hjalmarsson, University of Borås, Gothenburg; G. Juell-Skielse, Stockholm University, Stockholm, Sweden; P. Johannesson, Stockholm University, Stockholm, Sweden

This book explores how novel digital services, including e-services, digital platforms and mobile apps, are increasingly being innovated through open processes. [...] 

Contents

Series Title
Palgrave Studies in Chinese Management

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ISBN 978-1-137-48907-4

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ISBN 978-3-319-56338-1

All Language Rights Available
Market Research
The Process, Data, and Methods Using Stata
E. Mooi, University of Melbourne, Parkville, VIC, Australia; M. Sarstedt, Otto-von-Guericke-University Chair of Marketing, Magdeburg; I. Mooi-Reci, University of Melbourne School of Social and Political Sciences, Parkville, VIC, Australia

This book is an easily accessible and comprehensive guide which helps make sound statistical decisions, perform analyses, and interpret the results quickly using Stata. It includes advanced coverage of ANOVA, factor, and cluster analyses in Stata, as well as essential regression and descriptive statistics. [...] 

Contents

Series Title
Springer Texts in Business and Economics

Life Cycle Assessment
Theory and Practice
M. Hauschild, TU of Denmark, Dept of Mgt Eng'g Productionstorvet Bldg 424, LYNGBY; R. K. Rosenbaum, Irstea, UMR ITAP, Montpellier Cedex 5, France; S. I. Olsen, Technical Univ of Denmark Management Engineering, Kongens Lyngby (Eds)

This book is a uniquely pedagogical while still comprehensive state-of-the-art description of LCA-methodology and its broad range of applications. [...] 

Contents
Introduction.- Methodology.- Applications.- LCA Cookbook.
Knowledge Management
Value Creation Through Organizational Learning

K. North, Hochschule RheinMain, Wiesbaden; G. Kumta, SVKM’s Narsee Monj. Inst. of Management Studies, Mumbai

This textbook on knowledge management draws on the authors’ more than twenty years of research, teaching and consulting experience. […]

Contents

Series Title
Springer Texts in Business and Economics

August 2017
X, 365 p. 78 illus., 21 illus. in color.
Hardcover.
155 x 235 mm
£ 63.99 | € 84.99
ISBN 978-3-319-59977-9

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