Springer

for Research & Development

Results Matter. Choose Springer.

# Finance, Business & Banking

rd.springer.com

CONTENT SOLUTIONS

Welcome to Springer's Finance, Business & Banking Content Solutions. Springer Content Solutions are an ideal resource for corporate clients, providing simple access to a comprehensive library of information in a single location with Springer's industry leading tools and features.

Springer's Finance, Business & Banking Content Solutions include a range of authoritative eBooks and eJournals covering current topics from recent trends in banking management to advances in quantitative and risk management as well as a wide variety of other subjects

- Thousands of eBooks including monographs, handbooks, atlases, reference works and book series.
- Over 70 scientific journals, most of them with an ISI Impact Factor, and also including partnerships with some of the most renowned scholarly and professional societies in the world.

**Key subject areas of interest include:**

- Business and Economics
- Business Management for Professionals
- Production/Logistics/Supply Chain Management
- Economic Policy
- Economic Theory
- Macroeconomics/Monetary Economics
- Marketing
- Organization/Planning
- Humanities, Social Sciences and Law
- Mathematics and Statistics

# Content Highlights in Finance, Business and Banking

## Business and Management

| Books | Journals |
|---|---|
| ► Elements of Multinational Strategy | ► Journal of Financial Services Research |
| ► Entrepreneurship | ► Small Business Economics |
| ► Technologies and Innovations for Development: Scientific Collaboration for a Sustainable Future | ► Review of World Economics |
| ► Game Theory | ► Economic Theory |
| ► An Introduction to Efficiency and Productivity Analysis | ► Open Economies Review |
| ► Encyclopedia of Global Justice | |
| ► Entrepreneurship | |

Other areas covered in Business and Management include: Accounting, Auditing & Taxation Commercial Law, Entrepreneurship Marketing, Media Management Organization, Human Resources Management, Production & Logistics, Statistics for Business, Economics & Finance

## Business and Management Business Management for Professionals

| Books | Journals |
|---|---|
| ► Supply Chain Management and Advanced Planning | ► Journal of Industry, Competition and Trade |
| ► Performance Measurement | ► International Environmental Agreements: Politics, Law and Economics |
| ► The Business Plan | |

## Business and Management Marketing

Books

- ► Retailing in the 21st Century
- ► Social Media Marketing
- ► Handbook of Marketing Decision Models

## Business and Management Production & Logistics

Books

- ► Supply Chain Risk
- ► Facility Location
- ► Inventory Control
- ► Research Methodologies in Supply Chain Management

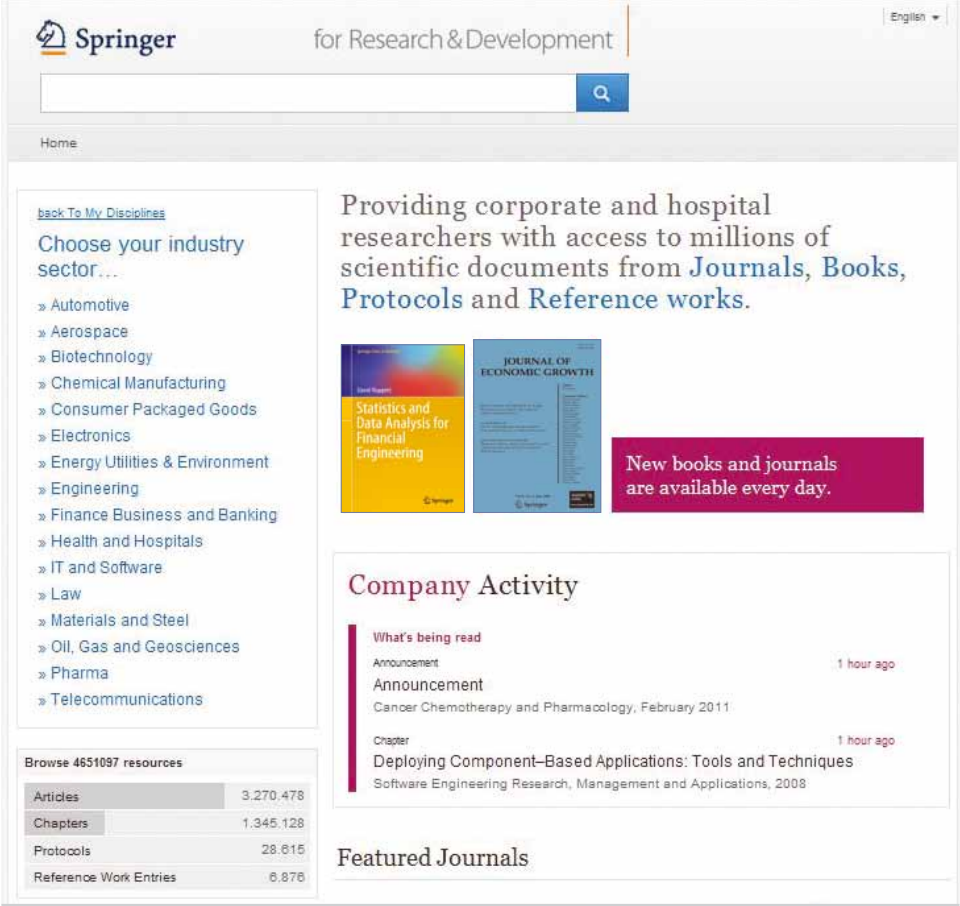
## Economics Macroeconomics/Monetary Economics

| Books | Journals |
|---|---|
| ► Macroeconomic Analysis and Economic Policy Based on Parametric Control | ► Journal of Economic Growth |
| ► Macroeconomic Policy | ► Atlantic Economic Journal |
| | ► International Advances in Economic Research |

Other areas covered in Economics include: Agricultural Economics, Econometrics, Economic Policy , Financial Economics , Game Theory / Mathematical Methods, Industrial Organization, International Economics, Integration Law & Economics, Microeconomics Political Science, R&D / Technology Policy and others

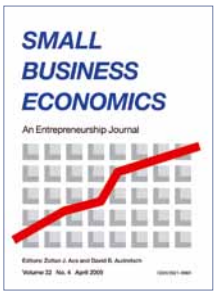
## Mathematics

| Books | Journals |
|---|---|
| ► A Beginner's Guide to R | ► The Journal of Real Estate Finance and Economics |
| ► Time Series Analysis | ► Public Choice |
| ► Linear and Nonlinear Programming | ► Climatic Change |
| ► International Encyclopedia of Statistical Science | ► Annals of Finance |
| ► Handbook of Financial Time Series | |

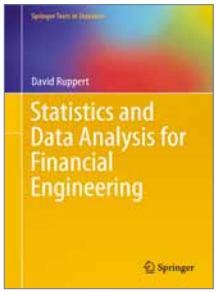


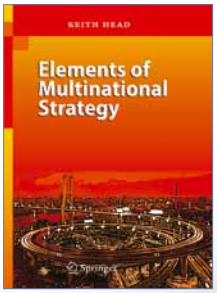

Springer for R&D, the leading edge in research, is instantly available and easily accessible from virtually any location on any device.

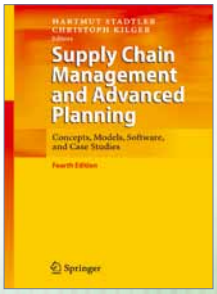
## Featured Journals



## Featured Books



# Associations

As a publisher of respected journals, Springer has become the preferred publishing partner of some of the most renowned scholarly and professional societies in the world. Here is a list of some of the partnerships we have developed with associations and societies within the Finance, Business and Banking Industry:

- Western Finance Association
- Institut für Weltwirtschaft
- SAET, the Society for the Advancement of Economic Theory
- European Society for Population Economics
- International Atlantic Economic Society

## Springer eBooks Collections

Available through SpringerLink's IP-enabled eBook gateway libraries and corporations can offer their patrons online access to the most worthwhile books instantly from multiple locations, including library, office, home or wherever they are.

Springer's eBook Collection uses the portability, searchability, and unparalleled ease of access of PDF and HTML data formats to make access for researchers, as convenient as possible. Springer eBook Collections offer accurate reproductions of high quality Springer print book publications, together with all the added benefits of an online environment, including exceptional search capabilities and bookmarks.

- Critical content
- Perpetual access & ownership
- No DRM (Digital Rights Management)
- All on one platform, whenever you need Over 49,000 eBooks available.

## Availability and Pricing

**Springer Content Solutions deliver quality information products and services to all types and sizes of organizations from single sites to global businesses with multiple users across locations.**

**With access to over 2,000 journals and more than 7,000 new book titles every year in the Science, Technology, Medicine and B2B sector, Springer's accurate, easy-to-use content fits the market needs of all types and sizes of organizations.**

**Whatever your business needs, Springer promises total flexibility in its bespoke licensing models from low entry deposit options to licensing single content collections or the entire database.**

**Ask a Springer representative about the right purpose-fit solution for your organization today.**

**For more information about Springer content or to contact your local Springer Licensing Manager, please visit**
**► springer.com/rd**

Copyright Springer 2011 H2611 CJC-09