V. E. Amelung, Medical University of Hannover, Hannover, Germany

Healthcare Management
Managed Care Organisations and Instruments

Within the international discussion on the structure of healthcare systems, managed care is an increasingly important topic. Over more than twenty years managed care approaches have fundamentally influenced healthcare systems in terms of patient orientation, efficiency, and quality. Experts assume that up to 20% of healthcare expenses can be saved by applying high-quality managed care approaches. By using suitable organisational forms and management principles, not only can costs be reduced, but the quality of medical service provision can be augmented. Managed care is therefore much more than a cost-cutting strategy. The goal of this book is to offer a systematic overview of the organisational forms and management instruments implemented in managed care.

Features
► Provides a comprehensive overview on managed care institutions and instruments and their key success factors
► Combines the theoretical background of healthcare management instruments with practical case studies from various organisation types
► Allows a broad audience (students of healthcare-related courses, providers, insurers or other interested stakeholders) to better understand managed care approaches

Contents
Basic Ideas of Managed Care.
Managed Care Organisations and Products.
Managed Care Instruments.
Evaluation of Managed Care.

Fields of interest
Health Care Management; Health Administration; Health Economics

Target groups
Graduate

Product category
Graduate/Advanced undergraduate textbook

O. Gassmann, University of St. Gallen, Switzerland; F. Schweitzer, Upper Austria University of Applied Science, Wels, Austria (Eds)

Management of the Fuzzy Front End of Innovation

Contents
Structuring the Front End of Innovation.
Integrating Customers at the Front End of Innovation.
Out of Bounds: Cross-Industry Innovation Based on Analogies.
Trend Scanning, Scouting and Foresight Techniques.
Crowdsourcing as an Innovation Tool.
Revolutionizing the Business Model.
Managing the Intellectual Property Portfolio.
Applying Cross-Industry Networks in the Early Innovation Phase.
Dancing with Ambiguity.
Causality Behavior, Design Thinking, and Triple-Loop-Learning.
Leveraging Creativity.
A Design Perspective on Sustainable Innovation.
Practical Cases: 3M: Beyond the 15% Rule.
ABB: Integrating the Customer.
Bayer: Strategic Management of the Early Innovation Phase.
BGW: Partnering the Outside-in Process.
The Expert Innovation Journey.
Emporia: The Merits of Online Idea Competitions.
Etronik Industries: Managing Open Innovation.
Case: Google Ventures.
Idea Generation in the Consumer Business at Henkel.
Crowdsourcing.
How Social Media and the Wisdom of the Crowd Change Future Companies.
Building a Bridge from Research to the Market.
IBM’s Industry Solutions Labs.
Controlling the Early Innovation Phase at Autoneum.
SAP: Bringing Economic Viability to the Front End of Innovation.
Sprint Radar: Community-Based Trend Identification.

Fields of interest
Innovation/Technology Management; Business Information Systems; Market Research

Target groups
Professional/practitioner

Product category
Professional book

E. Jannesson, Linköping University, Sweden; F. Nilsson, Uppsala University, Sweden; B. Rapp, Swedish Research School of Management and IT, Uppsala, Sweden (Eds)

Strategy, Control and Competitive Advantage

Case Study Evidence

Features
► One of the few books to integrate the three areas of strategy, management control and competitive advantage in a multilevel setting
► Presents a theoretical framework for analyzing successfully combinations of strategy and control systems
► Contains detailed case descriptions, which are very rare in this subject area

Contents
1 Introduction to the cases: Theories, concepts and models.
2 Driving Strategic change at Saab AB: The use of new control practices.
3 How management control affects the implementation of strategies in a decentralized organization: Focus on formal and informal control in the case of Atlas Copco.
4 Success through consistent strategy: How does Scanias management control matter?.
5 Changing strategies and control systems at a German insurance company.
6 Strategy, management control and organizational design: Empirical illustrations from SCA Packaging.
7 Linking strategy and inter-organizational relationship: The case of Volvo and Scania.
8 The role of IT systems in the strategy process: The case of Electrolux.
9 Fundings, strategies and management control systems: Empirical evidence from two chamber orchestras.
10 Conclusions and implications.

Fields of interest
Business Strategy/Leadership; Management/Business for Professionals; Organization/Planning

Target groups
Professional/practitioner

Product category
Contributed volume

Due October 2013

Original German edition published by Gabler Verlag, Wiesbaden, 2012

► approx. * € (D) 80,24 | € (A) 82,49 | sFr 100,00
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Due August 2013

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ISBN 978-3-319-01055-7

Due September 2013

2014. Approx. 280 p. 22 Illus. (Management for Professionals) Hardcover
► * € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00
ISBN 978-3-642-39133-0

140
In a world characterized by increasing complexity and volatility, managers must be able to flexibly adapt their strategies to changing environmental conditions. Traditional strategic management frameworks often fail in this context. Therefore, we present "scenario-based strategic planning" as a framework for strategic management in an uncertain world.

Features
- Description of a new and unique scenario approach
- Scenario planning case study, including best practices
- Analysis how this approach improves decision quality in companies and enables to implement flexible strategies

Contents

Fields of interest
Business Strategy/Leadership; Economics/Management Science, general; Business/Management Science, general

Target groups
Professional/practitioner

Product category
Professional book
Sustainable Entrepreneurship
Business Success through Sustainability

Features
- Academic and business leaders provide a comprehensive understanding on the concept of "Sustainable Entrepreneurship" and its relevance to latest management approaches
- Managerial and academic insights help to clearly understand the opportunities and challenges related to this evolving concept
- Best practices show how successful companies apply the concept of Sustainable Entrepreneurship in their strategic management as well as in their core business
- Provides a clear approach to the pure terminus of Sustainable Entrepreneurship through the link between Business and Society
- Provides a framework for business opinion leaders and professionals, as well as an orientation for academics and students

Contents

Fields of interest
Non-Profit Enterprises/Corporate Social Responsibility; Entrepreneurship; Environmental Management

Target groups
Professional/practitioner

Product category
Professional book

Due July 2013
2014. IV, 302 p. 41 illus., 38 in color. (CSR, Sustainability, Ethics & Governance) Hardcover
- *€ (D) 85,59 | € (A) 87,99 | sFr 106,50
- € 79,99 | £72.00
ISBN 978-3-642-38752-4

On China’s Trade Surplus

T. YUAN, Nankai University, Tianjin, PR.China

China’s trade surplus is an essential question, but there are many popular misconceptions about it, a fact that prompted the creation of this book, On China’s Trade Surplus. It will help readers to understand the manner in which China’s foreign trade and China’s role in global trade have developed, and to how to benefit from trade with China. In this book, many hot topics are analyzed, such as: What promotes China’s trade surplus? Why doesn’t it have a trade deficit? What are the relations between trade frictions and China’s trade surplus, and how can trade frictions be reduced? What is the deeper meaning of the U.S. trade deficit with China?

Features
- Corrects popular misconceptions about China’s trade surplus
- Examines the relation between RMB’s exchange rate and China’s trade surplus
- Investigates the apprehensions of the U.S. concerning its trade deficit with China
- Discusses how China could potentially reduce trade frictions
- Poses the question: trade surplus or trade deficit, which would be worse for China

Contents
China’s trade surplus: a whole view - What promotes China’s trade surplus - Why China’s trade surplus should not appear - To reduce trade frictions - The U.S. trade deficit with China: an excuse.

Field of interest
Trade

Target groups
Research

Product category
Brief

Due July 2013
2014. IX, 96 p. 16 illus. (SpringerBriefs in Business) Softcover
- *€ (D) 53,49 | € (A) 54,99 | sFr 67,00
- € 49,99 | £44.99
ISBN 978-3-642-38924-5