Global Talent Management
Challenges, Strategies, and Opportunities

Contents

Fields of interest
Human Resource Management; Emerging Markets/Globalization; Cultural Management

Target groups
Professional/practitioner

Product category
Contributed volume

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Enterprise Resource Planning
Fundamentals of Design and Implementation

This book introduces the fundamental principles of understanding business requirements to apply enterprise resource planning (ERP) in order to meet business needs. The book also helps readers understand the usage of ERP for monitoring and controlling business processes, while providing practical oriented solutions to the design and implementation of ERP. Using the provided framework, a business can decide to provide more value at lower cost which increases its competitive advantage. This should be an ideal reference for executives, researchers and consultants in project management of ERP.

Features
► Provides practical oriented solutions to the design and implementation to ERP • Helps readers understand the usage of ERP for monitoring and controlling business processes • Ideal resource guide for executives, researchers and consultants in project management of ERP

Contents

Fields of interest
Production/Logistics/Supply Chain Management; Operation Research/Decision Theory; Industrial and Production Engineering

Target groups
Professional/practitioner

Product category
Professional book

M. Kaufmann, FIVE Informatik AG, Rubigen, Switzerland

Inductive Fuzzy Classification in Marketing Analytics

To enhance marketing analytics, approximate and inductive reasoning can be applied to handle uncertainty in individual marketing models. This book demonstrates the use of fuzzy logic for classification and segmentation in marketing campaigns. Based on practical experience as a data analyst and on theoretical studies as a researcher, the author explains fuzzy classification, inductive logic and the concept of likelihood and introduces a blend of Bayesian and Fuzzy Set approaches, allowing reasonings on fuzzy sets that are derived by inductive logic. By application of this theory, the book guides the reader towards a gradual segmentation of customers which can enhance return on targeted marketing campaigns. The algorithms presented can be used for visualization, selection and prediction. The book shows how fuzzy logic can complement customer analytics by introducing fuzzy target groups. This book is for researchers, analytics professionals, data miners and students interested in fuzzy classification for marketing analytics.

Features
► Provides a solid foundation of fuzzy classification and inductive logic and their application in marketing • Includes a case study of a real world application at a financial institute • Visualizes the abstract concepts with numerous illustrations

Contents
A Gradual Concept of Truth. - Fuzziness and Induction. - Analytics and Marketing. - Prototyping and Evaluation. - Precisiating Fuzziness by Induction.

Fields of interest
Business Information Systems; Data Mining and Knowledge Discovery; Marketing

Target groups
Research

Product category
Monograph

Due April 2014

2014. X. 299 p. 18 illus., 3 in color. (Management for Professionals) Hardcover
► * € (D) 64,19 | € (A) 65,99 | sFr 80,00
► € 59,99 | £33,99
ISBN 978-3-319-05124-6

Due May 2014

2014. VII, 177 p. 29 illus., 19 in color. (Management for Professionals) Hardcover
► * € (D) 64,19 | € (A) 65,99 | sFr 80,00
► € 59,99 | £33,99
ISBN 978-3-319-05926-7

Due May 2014

► * € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00
ISBN 978-3-319-05860-3
Talent Relationship Management

Competitive Recruiting Strategies in Times of Talent Shortage

In times of growing talent shortage, companies have to find new ways to fill their strategic positions from the outside. This book presents useful and competitive solutions for hiring talented and motivated employees. The author presents four concrete fields of action to achieve this and provides the reader with definitions of strategically relevant key and bottleneck functions. The book emphasizes the fact that employers must sell relevant functions just like they would as part of an employer branding strategy. Employers are moving towards active sourcing strategies beyond job ads and headhunting. They must maintain and manage relations with promising talent once they have been identified.

Features
- Presents practice-driven and feasible ideas for Human Resource Management and recruiting
- Provides innovative tools for Human Resource Management
- Offers practical guidance in recruiting hard-to-be-filled positions in the company

Contents
- Introduction
- The Labour Market of the Future
- An Overview of Talent Relationship Management
- Defining Relevant Target Groups
- The Employee Value Proposition
- Active Sourcing Strategies
- Candidate Retention
- The Positive Candidate Experience
- Framework Conditions

Fields of interest
- Human Resource Management
- Organization/Planning
- Careers in Business and Management

Target groups
- Professional/practitioner

Product category
- Professional book

Due May 2014
2014. Approx. 200 p. 52 illus., 2 in color. (Management for Professionals) Hardcover
* € (D) 64,19 | € (A) 65,99 | sFr 80,00
* € 59,99 | £53.99
ISBN 978-3-642-54556-7

Business Intelligence

Third European Summer School, eBISS 2013, Dagstuhl Castle, Germany, July 7-12, 2013, Tutorial Lectures

To large organizations, business intelligence (BI) promises the capability of collecting and analyzing internal and external data to generate knowledge and value, thus providing decision support at the strategic, tactical, and operational levels. BI is now impacted by the “Big Data” phenomena and the evolution of society and users. In particular, BI applications must cope with additional heterogeneous (often Web-based) sources, e.g.

Features
- Concise and comprehensive introduction to various aspects of business intelligence (BI)
- Combines traditional BI technologies with new topics such as business semantics, Big Data analysis, and Linked Open Data
- Contributions jointly written by leading academic researchers and industrial developers, striving for both high relevance and real-world applicability

Contents
- Introduction to Pattern Mining
- Process Mining in the Large: A Tutorial
- Ontology-Driven Business Intelligence for Comparative Data Analysis
- Open Access Semantic Aware Business Intelligence
- Transparent Forecasting Strategies in Database Management Systems
- On Index Structures for Star Query Processing in Data Warehouses
- Intelligent Wizard for Human Language Interaction in Business Intelligence

Fields of interest
- Business Information Systems
- Data Mining and Knowledge Discovery
- Information Storage and Retrieval

Target groups
- Research

Product category
- Graduate/Advanced undergraduate textbook

Due April 2014
2014. IX, 243 p. 95 illus. (Lecture Notes in Business Information Processing, Volume 172) Softcover
* € (D) 51,36 | € (A) 52,80 | sFr 64,00
* € 48,00 | £43.99
ISBN 978-3-319-05460-5

Appointment Planning in Outpatient Clinics and Diagnostic Facilities

Appointment Planning in Outpatient Clinics and Diagnostic Facilities provides a concise overview of the medical and mathematical aspects of appointment planning in healthcare. This Springer-Brief specifically focuses on outpatient clinics and diagnostic facilities. It begins by introducing the topic from a medical perspective, discussing the kinds of clinics and facilities that are out there, while exploring the appointment systems they use and the problems they face. Next, the mathematical aspects of appointment planning are examined, including Markov decision modelling, queueing theory, etc. Subsequently the book addresses implementation issues that may arise, whether they be technical, medical or cultural. Finally Appointment Planning in Outpatient Clinics and Diagnostic Facilities provides an outlook on the appointment systems of the future and what they will require as a consequence of current and future developments in the medical sector.

Contents
- Introduction
- Mathematical Models for Appointment Planning
- Basic Queueing Theory
- Access Time and Waiting List Management
- Scheduling Appointment Slots
- Specific Appointment Systems
- Improving Clinic Operations
- Challenges in Appointment Planning

Fields of interest
- Health Care Management
- Operation Research
- Decision Theory
- Practice Management

Target groups
- Research

Product category
- Brief

Due May 2014
2014. VIII, 54 p. 10 illus. (SpringerBriefs in Health Care Management and Economics) Softcover
* € (D) 53,49 | € (A) 54,99 | sFr 67,00
* € 49,99 | £44.99
ISBN 978-1-4899-7450-7