R. Conrady, University of Applied Sciences, Worms, Germany; M. Buck, ITB, Berlin, Germany (Eds.)

**Trends and Issues in Global Tourism 2011**

This book provides insights into important trends and future scenarios in the global tourism and travel industry. It analyses today’s challenges in the aviation and hospitality industry, in destination management, and in marketing and distribution management. New empirical data on general travel behaviour and the latest consumer trends are also presented. The contributors to this book are well-known individuals from important tourism, travel and consulting firms (e.g. BCD Travel, Öger Tours, Booz and Company, GfK, IPK International) and researchers from universities in Switzerland, United Kingdom, the Netherlands, and Germany. In addition institutes specializing in future research highlight important travel trends. Corporate social responsibility is one of the top themes to be and therefore a focus of this book, offering insights into the concept of CSR, empirical data on consumer requests, corporate strategy issues and financial investment implications.

**Features**
- Presents latest topics in the travel and tourism industry
- With contributions from professionals and researchers specialized in global tourism
- Includes a special focus on corporate social responsibility

**Contents**
- New Data on Tourism and Changing Travel Behaviour
- Challenges in Global Aviation Management
- Hospitality Management in a Changing Environment
- Destination Management: Product - Branding - Promotion
- Marketing Management in Global Tourism: Identifying New Opportunities
- Business Travel Management: Costs - Yield - Success
- Corporate Social Responsibility: Help or Hindrance?
- Beyond the Boundaries of the Tourism Industry

**Fields of interest**
- Management/Business for Professionals; Regional/Spatial Science; Economic Geography

**Target groups**
- Professional/practitioner

**Discount group**
- P

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**Human Resources in China**

Due to the rapidly changing nature of the labor market and the laws that govern it in China, it can be very difficult for foreign investors and managers to understand how to manage human resources on the mainland. Specifically designed to cover the most important issues relating to managing a Chinese workforce, this guide details the HR issues that both local managers in China and investors looking to establish a presence on the mainland should know. China Briefing’s guides are leaders in their field, providing practical and pragmatic legal and tax information to foreign investors in the People’s Republic of China. They will interest all business people, lawyers, accountants and academics working in the field.

**Features**
- Focuses on specifics of the recruitment process in China
- Covers the most important issues relating to managing a Chinese workforce
- Reference for local HR managers

**Contents**
- Recruiting Professionals in China
- Issues to Consider When Initially Hiring Staff
- Managing the Monthly Payroll Process
- Managing the Employment Relationship
- Terminating the Employment Relationship
- Organizing Visas for Foreign Staff in China and Chinese Staff Going Abroad

**Fields of interest**
- Management/Business for Professionals; Personnel Management

**Target groups**
- Professional/practitioner

**Discount group**
- P

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**The Basel II Risk Parameters**

Estimation, Validation, Stress Testing – with Applications to Loan Risk Management

The estimation and the validation of the Basel II risk parameters PD (default probability), LGD (loss given fault), and EAD (exposure at default) is an important problem in banking practice. These parameters are used on the one hand as inputs to credit portfolio models and in loan pricing frameworks, on the other to compute regulatory capital according to the new Basel rules. This book covers the state-of-the-art in designing and validating rating systems and default probability estimations. Furthermore, it presents techniques to estimate LGD and EAD and includes a chapter on stress testing of the Basel II risk parameters. The second ed. is extended by three chapters explaining how the Basel II risk parameters can be used for building a framework for risk-adjusted pricing and risk management of loans.

**Features**
- Insights into credit portfolio models and the Basel II framework
- Diverse perspectives through articles from supervisors, researchers and practitioners
- New ed.: With 3 additional chapters on loan risk management

**From the contents**
- Statistical Methods to Develop Rating Models
- Estimation of a Rating Model for Corporate Exposures
- The Shadow Rating Approach
- Estimating Probabilities of Default for Low Default Portfolios
- Transition Matrices: Properties and Estimation Methods
- A Multi-Factor Approach for Systematic Default and Recovery Risk
- Modelling Loss Given Default: A “Point in Time” Approach
- Estimating Loss Given Default
- Experiences from Banking Practice

**Fields of interest**
- Finance/Banking; Management/Business for Professionals; Quantitative Finance

**Target groups**
- Professional/practitioner

**Discount group**
- P
Ways Out of the Working Capital Trap
Empowering Self-Financing Growth Through Modern Supply Management

Especially in times of an economic boom following a crisis, companies have to deal with the phenomenon of the “working capital trap,” which signifies a company's increasing need for financial liquidity in times of hindered access to debt capital, caused by the increasingly restrictive credit approval processes of financial institutions. As a consequence of cost savings, this situation is often reinforced by a low level of inventory. This book takes up the problem and shows ways of escaping the “trap” by identifying and strengthening in-house financing potential. First, different operating ratios will be introduced. These refer to the amount of capital committed to the flow of goods and to the amount of in-house financing possible. Subsequently, methods for consolidating in-house financing that are affected by procurement processes will be presented from the company's and the supply chain's perspective.

Features
- Examines the “working capital trap” and shows ways of escaping it by identifying and strengthening in-house financing potential
- Volumes of “Advanced Purchasing & SCM” offer an overview on the latest research fields

From the contents

Fields of interest
Production/Logistics; Organization/Planning

Target groups
Professional/practitioner

Discount group
P

K. Pillai, Finspang, Sweden

Essence of a Manager

What makes a "good" manager? This is a book by a manager about managers but it is not just for managers. It is for anyone and for everyone who is interested in the way people – and not just managers - behave and function around the world. Based on actual experience the title "Essence of a Manager" is a succinct distillation of what this book is about. It is not a management manual and yet it is a map for navigation and a guide for behavior which can be valuable for practicing managers at all levels. It formulates a sound thesis to describe the qualities needed in a "good" manager and builds up from elemental qualities to develop a holistic view of a good manager. Nine fundamental attributes are proposed as being necessary and sufficient to describe a "good" manager. It is applied management philosophy for a thinking manager and deals with the fundamental drivers which lie deeper than language or culture and which control human behavior.

Features
- Based on real life experience with illustrative examples from around the world
- Should be useful for Personnel and HR managers for manager development programs
- Can be used as a guide by managers appointing other managers or by aspiring managers
- Analogies from the physical world will be pertinent for engineering managers
- De-mystification of working globally will be helpful for starting managers

Contents

Fields of interest
Management/Business for Professionals; Personnel Management; Economics/Management Science, general

Target groups
Professional/practitioner

Discount group
P

C. Scott, H. Lundgren, P. Thompson, Grange Partnership (UK) LLP, Droitwich, UK

Guide to Supply Chain Management

The guide is written for people with a business interest to learn more about supply chain management. The book is structured into 11 chapters covering the topics of plan, source, make, deliver and return as well as strategy, people, finance, customer service and outsourcing in supply chain management. Each chapter starts with an abstract and learning objectives that guide the reader through the main text. The main text is written in a comprehensive way and supported by many figures and tables. A case study of best practice and suggestions for further reading can be found at the end of each chapter. During their work, the authors have met professionals all over the world who are passionate about their business achievements. By including these real-life examples and case studies of best practice, the guide brings supply chain theory to life.

Features
- Comprehensive text for practitioners
- Can be used as part of MBA or inhouse learning programme
- Accessible to people outside the supply chain function, e.g. marketing, sales, finance
- Recent and focus on business processes rather than technology
- Examples of best practice throughout the guide and at the end of every chapter

Contents

Fields of interest
Production/Logistics; Management/Business for Professionals; Procurement

Target groups
Professional/practitioner

Discount group
P

Due March 2011

2011. IV, 100 p. 70 Illus. (Advanced Purchasing & SCM, Volume 2) Hardcover

$49.95
ISBN 978-3-642-17270-0

Due March 2011


$119.00
ISBN 978-3-642-17580-1

Due March 2011

2011. 300 p. 85 Illus. Hardcover

$69.95
ISBN 978-3-642-17675-3