S. Biazzo, P. Garengo, University of Padua, Italy

**Performance Measurement with the Balanced Scorecard**

A Practical Approach to Implementation within SMEs

Do we really know the critical phenomena that are linked to how enterprises function and the dynamics of their relationships with customers, suppliers and competitors? Are their decision-making processes founded upon a set of performance measurements that were accurately designed and systematically elaborated? The above questions are the focus of this book, as is the following premise: enterprises need a system to measure their critical performances so they can be managed effectively; metaphorically speaking, enterprises need a “management dashboard” to serve as a navigational aid. A dashboard to show – with as few distortions as possible – the pattern of key variables that characterizes the specific formula enterprises use to face their competitive and social environment.

**Features**
- Synthesizes the key knowledge on performance measurement
- System describes a new simple and effective methodology to implement BSC in SMEs
- Includes three case studies on the implementation of BSC

**Contents**

**Fields of interest**
Human Resource Management; Accounting/ Auditing;

**Target groups**
Research

**Discount group**
P

---

M. A. Cardenete, A. I. Guerra, University Pablo de Olavide, Seville, Spain; F. Sancho, Universitat Autònoma de Barcelona, Cerdanyola del Vallès, Spain

**Applied General Equilibrium**

An Introduction

This advanced textbook aims at providing a simple but fully operational introduction to applied general equilibrium. General equilibrium is the backbone of modern economic analysis and as such generation after generation of economics students are introduced to it.

**Features**
- Provides step-by-step procedure for building empirically oriented large-scale economic models
- Facilitates quick learning by isolating problems and providing solutions in an incremental manner
- Integrates basic modelling tips with data handling to give empirical background to economic models
- Software code will be included in text format along the chapters (Required GAMS software available at no cost)
- Incorporates practical economic policy issues with sensible interpretation of results in terms of micro, macro and welfare indicators

**Contents**

**Fields of interest**
Economic Theory; Microeconomics; Economic Systems

**Target groups**
Graduate

**Discount group**
P

---

F. Antoldi, D. Cerrato, D. Depperu, Università Cattolica del Sacro Cuore, Piacenza, Italy

**Export Consortia in Developing Countries**

Successful Management of Cooperation Among SMEs

The book analyzes export consortia from the strategic management perspective. It builds on an empirical analysis of nine export consortia promoted by UNIDO in developing countries between 2004 and 2007. The book is based heavily on actual export consortium experiences, in order to combine a rigorous research approach with a more pragmatic view of the phenomenon. The material will be of interest to a variety of readers. Scholars in the field of management represent the authors’ primary target. The book includes a literature review which combines the topics of SME internationalization, strategic networks, and the issues which relate specifically to SME alliances in the form of export consortia.

**Features**
- Originality of the cases
- Combination of academic rigour and pragmatic view of the phenomenon
- Comprehensive view of the strategic management of export consortia by looking at strategy, organization, governance, and performance

**Contents**

**Fields of interest**
Enterprise; Development Economics; International Economics

**Target groups**
Research

**Discount group**
P

---

Available
2012. X, 105 p. 59 illus., 41 in color. (SpringerBriefs in Business) Softcover
- $49.95
ISBN 978-3-642-24760-6

Available
- $99.00
ISBN 978-3-642-24745-3

Available
2011. XI, 138 p. 17 illus., 2 in color. Hardcover
- $119.00
ISBN 978-3-642-24878-8

83
Economics/Management Science.

J. A. Dubin, Navigant Consulting, Inc., Los Angeles, CA, USA

The Causes and Consequences of Income Tax Noncompliance

Taxpayer compliance is a voluntary activity, and the degree to which the tax system works is affected by taxpayers' knowledge that it is their moral and legal responsibility to pay their taxes. Taxpayers also recognize that they face a lottery in which not all taxpayer noncompliance will ever be detected. In the United States most individuals comply with the tax law, yet the tax gap has grown significantly over time for individual taxpayers.

Features
► author has served as a consultant to both the IRS and California Franchise Tax Board
► aggregate data analysis methods have practical applications to other forms of economic behavior, such as welfare fraud.
► recession offers increasing opportunities for economic activities to go "underground," so it's more important than ever to increase tax compliance
► no other books in this area have a singular focus on empirical results

Contents
The Role of Audits and Enforcement in Taxpayer Noncompliance: Theory.
Evidence Concerning Taxpayer Noncompliance: The Tax Gap.
Evidence Concerning Taxpayer Noncompliance: Enforcement.
The Effect of IRS Service Activities on Taxpayer Compliance.
The Role of Tax Preparers on Taxpayer Compliance.
State Income Tax Compliance.
Extensions.
Conclusions.

Fields of interest
Financial Economics; Public Finance & Economics; Econometrics

Target groups
Research

Discount group
P

Due November 2011

2012. IX, 283 p. 151 illus. Hardcover
► $119.00
ISBN 978-1-4419-0906-0

M. P. Johnson, University of Massachusetts Boston, MA, USA (Ed.)

Community-Based Operations Research

Decision Modeling for Local Impact and Diverse Populations

Features
► First book-length presentation of CBOR studies
► Editor is a leading researcher in the field
► Applies decision modeling methods to issues of policy analysis, cost-benefit analysis, and program evaluation

Contents
Operations Management in Community-Based Nonprofit Organizations.
Modeling Equity for Allocating Public Resources.
Spatial Optimization and Geographic Uncertainty: Implications for Sex Offender.
Locating Neighborhood Parks with a Lexicographic Multiobjective Optimization Method.
Using GIS-Based Models to Protect Children from Lead Exposure.
A Model for Hair Care Flow in Salons in the Black Community.
Street Gangs: A Modeling Approach to Evaluating "At Risk" Youth and Communities.
Fair Fare Policies: Pricing Policies that Benefit Transit-Dependent Riders.
Decision Making for Emergency Medical Services.
Capacity Planning for Publicly Funded Community Based Long-Term Care Services.
A DEA Application Measuring Educational Costs and Efficiency of Illinois Elementary Schools.

Fields of interest
Operation Research/Decision Theory; Financial Economics; Operations Research, Management Science

Target groups
Professional/practitioner

Discount group
P

Available
► $189.00

J. Kallrath, Weisenheim, Germany (Ed.)

Algebraic Modeling Systems

Modeling and Solving Real World Optimization Problems

This book Algebraic Modeling Systems – Modeling and Solving Real World Optimization Problems deals with the aspects of modeling and solving real-world optimization problems in a unique combination. It treats systematically the major algebraic modeling languages (AMLs) and modeling systems (AMLs) used to solve mathematical optimization problems. AMLs helped significantly to increase the usage of mathematical optimization in industry.

Features
► Contrast between procedural and declarative languages is worked out in detail
► Covers GAMS, Mosel, CPLEX Studio, and ZIMPL in great detail
► Various aspects of modeling and solving real world problems are discussed

Contents
Part I Introduction and Foundations.
Part II Selected Algebraic Modeling Systems.
Part III Aspects of Modeling and Solving Real World Problems.
Index.

Fields of interest
Operation Research/Decision Theory; Operations Research, Management Science; Mathematical Software

Target groups
Research

Discount group
P

Available
► approx. $139.00
ISBN 978-3-642-23591-7
D. Köhn, KfW Entwicklungsbank, Frankfurt, Germany (Ed.)

**Greening the Financial Sector**

How to Mainstream Environmental Finance in Developing Countries

**Features**
- A blend of well-founded professional and scientific views on Energy Efficiency and Renewable Energy (EERE) finance
- Provides informed perspectives on the potential of EERE finance in developing and transition countries
- Highlights useful applications of EERE finance in emerging markets

**Contents**

**Fields of interest**
Financial Economics; Finance/Investment/Banking; Environmental Economics

**Target groups**
Research

**Discount group**
P

---

W. Leal Filho, Hamburg University of Applied Sciences, Germany (Ed.)

**Climate Change and the Sustainable Use of Water Resources**

The book explores the geo-chemical, physical, social and economic impacts of climate change on water supplies. It contains examples and case studies from a wide range of countries, and addresses the need to promote sustainable water use across the world.

**Features**
- Explores the geo-chemical, physical, social and economic impacts of climate change on water supplies
- Contains examples of initiatives and projects addressing the need to promote sustainable water use across the world
- Contains suggestions of practical, mostly field-tested measures, to mitigate the impact of climate change on water supplies.

**Fields of interest**
Environmental Economics; Sustainable Development; Climate Change

**Target groups**
Research

**Discount group**
P

---

R. Markovits, University of Texas School of Law, Austin, TX, USA

**Volume II Economics and the Interpretation and Application of U.S. and E.U. Antitrust Law**

Economics-Based Legal Analyses of Mergers, Vertical Practices, and Joint Ventures

**Features**
- Volume II (Chapters 13 - 15) - see Volume I, ISBN 978-3-642-24306-6 (Chapters 1 - 14)
- Explains why market definitions are inherently arbitrary, develops non-market-oriented approaches to assessing the monopolizing character and competitive impact of mergers, joint ventures, and long-term requirements contracts, and criticizes the market-oriented approaches to these issues proposed by academics and used by U.S. and E.U. courts and antitrust-enforcement agencies
- Defines "oligopolistic" and "predatory" conduct, analyzes the determinants of the profitability of all variants of such conduct, examines the evidence that can and cannot be used to prove that defendants have engaged in them, and criticizes the contrary tests for predation and illegal oligopolistic conduct that academics and U.S. and E.U.

**Contents**
Introduction to This Study: This Study’s Coverage and Distinctive Features - Chapter 12: Horizontal Mergers and Acquisitions - Chapter 13: Conglomerate Mergers and Acquisitions - Chapter 14: Vertical Mergers and the Pricing Techniques, Contract-of-Sale Provisions, and Sales-Policies That Are Surrogates For Vertical Integration - Chapter 15: Joint Ventures and Other Types of Functionally-Analogous Collaborative Arrangements.

**Fields of interest**
Economic Policy; Public Law

**Target groups**
Graduate

**Discount group**
P

---

Available
2012. XIV, 248 p. Hardcover
► approx. $89.95 | ISBN 978-3-642-05086-2

Available
2012. XII, 823 p. 190 illus. (Climate Change Management) Hardcover
► $279.00 | ISBN 978-3-642-22265-8

Available
► approx. $109.00 | ISBN 978-3-642-24312-7
K. G. Quinn, St. Norbert College, De Pere, WI, USA (Ed.)

The Economics of the National Football League

The State of the Art

Contents
Introduction.- Part I The Business of the National Football League.- Chapter 1 Overview of the Economics of the NFL.- Chapter 2 NFL Franchise Values, Locations, and Stadium Economics.- Chapter 3 Revenues and Costs in the NFL.- Part II The NFL's Major Revenue Streams.- Chapter 4 Economics of NFL Attendance.- Chapter 5 Media Economics of the NFL.- Chapter 6 Merchandising NFL Brands and Intellectual Property Rights.- Part III Labor Economics of the NFL.- Chapter 7 Measuring Productivity of NFL Players.- Chapter 8 Wages, Contracts, and the Free Agent Market under the NFL Salary Cap System.- Chapter 9 Economics of the NFL Player Entry Draft System.- Chapter 10 The Market for NFL Coaches and Managers.- Part IV Other Matters.- Chapter 11 Competitive Balance in the NFL.- Chapter 12 Gambling and the NFL.- Chapter 13 Economics of NFL Megaevents.- Chapter 14 Behavioral Economics in the NFL.- Chapter 15 The NFL and Antitrust Law.- Chapter 16 Directions for Future Research and the New CBA.

Fields of interest
Economics general; Labor Economics; Management/Business for Professionals

Target groups
Professional/practitioner

Discount group
P

C. Twigg-Flesner, University of Hull, UK

A Cross-Border-Only Regulation for Consumer Transactions in the EU

A Fresh Approach to EU Consumer Law

For almost three decades, the European Union (EU) has adopted measures to regulate consumer transactions within the internal market created by the EU Treaties. Existing legislation is largely based on directives harmonizing aspects of national consumer laws. This Brief argues that a more appropriate approach for EU consumer law would be legislation in the form of a regulation which is applicable to cross-border transactions only. The author considers the constitutional constraints of the EU Treaties, before examining the case for a cross-border-only approach. He argues that the cross-border approach is preferable, because it would provide clearer benefits for consumers seeking to buy goods and services across borders, while not upsetting domestic law unnecessarily—in particular in the context of e-commerce, with implications for industry, policymaking, and regional development. The Brief concludes by suggesting that a successful EU measure on cross-border consumer transactions could create a template for global initiatives for transnational consumer law.

Contents
The present approach and its problems.- The case for a cross-border-only regulation.- Scope defining “cross-border”.- An EU consumer transactions regulation.- Substantive issues.- Private international law issues.- The debate about an “optional instrument” and the EUCTR.

Fields of interest
Law and Economics; European Integration; Economic Policy

Target groups
Research

Discount group
P

M. Vanhoucke, Ghent University, Belgium

Project Management with Dynamic Scheduling

Baseline Scheduling, Risk Analysis and Project Control

The topic of this book is known as dynamic scheduling, and is used to refer to three dimensions of project management and scheduling: the construction of a baseline schedule and the analysis of a project schedule’s risk as preparation of the project control phase during project progress. This dynamic scheduling point of view implicitly assumes that the usability of a project’s baseline schedule is rather limited and only acts as a point of reference in the project life cycle. Consequently, a project schedule should especially be considered as nothing more than a predictive model that can be used for resource efficiency calculations, time and cost risk analyses, project tracking and performance measurement, and so on.

Features
► Overview of project scheduling principles available in literature ► Integration of scheduling, risk and control ► Use of software stimulated (student version available) ► Topics based on many research projects and real-life projects

Contents
Preface.- I Scheduling without resources.- II Scheduling with resources.- III Project control.- IV Scheduling with software.- V Conclusions.- Index.

Fields of interest
Operation Research/Decision Theory; Organization/Planning; Management/Business for Professionals

Target groups
Graduate

Discount group
P

Due December 2011
► approx. $139.00
ISBN 978-1-4419-6289-8

Due November 2011
► $49.95
ISBN 978-1-4614-2046-0

Available
2012. XVI, 314 p. 124 illus. Hardcover
► approx. $139.00
ISBN 978-3-642-25174-0