**New Series Perspectives in Business Culture**

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**R. Di Lorenzo, Genova, Italy**

**How to make Money by Fast Trading**

**A Guide to Success**

All over the world a growing number of people are viewing trading the markets as a valuable source of additional income or even as a new career option.

**Features**

- Ideal guide on how to make money through fast trading
- Especially valuable for those wishing to trade in their spare time with a limited amount of capital
- Explains scalping, day trading, and swing trading and introduces "Donkey," a trading system for all

**Contents**

Introduction.- Warnings.- Part 1. - What we are talking about.- Transaction costs.- Market Depth.- Leverage effect.- Trends do exist.- The basic signals.- The triads.- The signals.- Protocol validation.- Two case studies.- Combinations.- Cycle.- The Trading Plan.- Never fight the trend, the trend is your friend.- Double sampling.- Part 2.- Platforms in parallel.- Elementary Smoothing: EMA.- The Hull algorithm.- Systems Validation.- DEMA.- DEMAg.- TEMA and Sam's TEMA (TEMAS).- Sam's Hound.- Part 3.- ATR.- How to download the data.- The stops.- Intraday volatility.- The protocol for the stop loss and the take profit.- Wiggles.- How to close the position.- Avoiding to be wiped out.- Heikin Ashi.- HA average.- The Chaikin volatility.- Noah effect.- Volatility Explosions.- Third-degree interpolation.- The strategy of John Gilbert and Frederick Mosteller (G & M).- Swans.- RSID (RSI detrended).- The Pristine method.- Donkey.- Conclusion.

**Fields of interests**

Economics/Management Science, general; Statistics, general; Engineering Design

**Target groups**

Professional/practitioner

**Product category**

Monograph

Due April 2012

2012. X, 240 p. 1 illus. in color. (Perspectives in Business Culture) Hardcover

- approx. *€ (D) 42,75 | € (A) 43,95 | sFr 53,50
- approx. *€ 39,95 | £35.99


**P.-O. Johansson, Stockholm School of Economics, Sweden; B. Kriström, Centre for Environmental and Resource Economics, Umeå, Sweden**

**The Economics of Evaluating Water Projects**

**Hydroelectricity Versus Other Uses**

This book presents research on a kind of water use conflicts that is becoming more and more common and important: How to best manage moving water in times of increasing demand for electricity as well as environmental services. How should decisions be made between water use for electricity generation or for environmental and recreational benefits? The authors develop a simple general equilibrium model of a small open economy which is used to derive a cost-benefit rule that can be used to assess projects that divert water from electricity generation to recreational and other uses (or vice versa). The cost-benefit rule is then applied to the specific case of a proposed change at a Swedish hydropower plant.

**Features**

- Provides a manual for the evaluation of regulations/reregulations of rivers
- Undertakes a step-by-step cost-benefit analysis that easily is replicated in other studies
- Provides a more extensive stochastic sensitivity analysis than previous evaluations

**Contents**


**Fields of interests**

Environmental Economics; Renewable and Green Energy; Waste Water Technology / Water Pollution Control / Water Management / Aquatic Pollution

**Target groups**

Research

**Product category**

Monograph

Due April 2012

2012. XVI, 134 p. 20 illus., 6 in color. Hardcover

- *€ (D) 96,25 | € (A) 98,95 | sFr 120,00
- *€ 89,95 | £81.00

ISBN 978-3-642-27669-9
**R. B. McKenzie**, University of California, Irvine, CA, USA; **G. Tullock**, George Mason University’s School of Law, Arlington, VA, USA

**The New World of Economics**
A Remake of a Classic for New Generations of Economics Students

Contents


Fields of interests
Economics general; Microeconomics; Social Policy

Target groups
Lower undergraduate

Product category
Undergraduate textbook

M. A. Ramady, King Fahd University of Petroleum & Minerals (KFUPM), Dhahran, Saudi Arabia (Ed)

**The GCC Economies**
Stepping Up To Future Challenges

The ‘Arab Spring’ of 2011 has affected the countries of the region to varying degrees, including the Gulf Cooperation Council (GCC) members, comprising Saudi Arabia, Kuwait, Qatar, the United Arab Emirates, Oman and Bahrain.

Features

* Contains contributions from experts from GCC countries on the future of energy and economic policy in the region
* Provides analysis of an extremely topical issue in light of recent political movements sweeping the Middle East
* Develops inter-linked themes and research tracks that complement each other to provide a holistic approach to the challenges facing the GCC

Contents


Fields of interests
Economic Policy; Energy Policy, Economics and Management

Target groups
Research

Product category
Contributed volume

N. Rüfenacht, University Basel, Switzerland

**Implicit Embedded Options in Life Insurance Contracts**
A Market Consistent Valuation Framework

This book presents a market-consistent valuation framework for implicit embedded options in life insurance contracts. This framework is used to perform an empirical analysis based on more than 110,000 actual and in-force life insurance policies and with a focus on the modeling of interest rates. Its results are the answer to the central question posed in the objectives: What value do the embedded options and guarantees considered have? This question is answered both absolutely and relative to the current policy reserves, from the perspective of the insurer, the policyholder and the shareholder respectively.

Features

* Embedded options in life insurance contracts
* Extendable market consistent valuation framework
* Empirical analysis based on more than 110,000 in-force life insurance policies

Contents


Fields of interests
Insurance; Quantitative Finance; Finance/Investment/Banking

Target groups
Research

Product category
Monograph

Due March 2012


6th ed. 2012. X, 440 p. 28 illus., 1 in color. Softcover
* € (D) 85.55 | € (A) 87.95 | sFr 106.50
* € 79.95 | £72.00
ISBN 978-3-642-27363-6

Due April 2012

2012. XXI, 354 p. 28 illus., 1 in color. Hardcover
* approx. * € (D) 112.30 | € (A) 115.45 | sFr 148.00
* approx. € 106.95 | £115.45
ISBN 978-3-642-27363-6

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