New Series
Quantitative Management
Series editors: G. Kou, Y. Shi, L. Yu, R. Slowinski

Quantitative Management is dedicated to the advances in the interface between Management Science and Computer Science, especially management theory and business practice with data-based quantitative analysis. Both theoretical and practical books are included. The series is aimed especially at researchers, doctoral students, and experienced practitioners.

Data Processing for the AHP/ANP

Contents
1: Introduction. - 2: A new consistency test index for the data in the AHP/ANP. - 2.1 Basics of the AHP/ANP. - 2.1.1 The reciprocal pairwise comparison matrix. - 2.1.2 Basics of the AHP. - 2.1.3 Basics of the ANP. - 2.2 Consistency test issue in the AHP/ANP. - 2.2.1 Analysis of the consistency ratio (CR) method. - 2.2.2 The issues of consistency test in the AHP/ANP. - 2.3 The new consistency index — Maximum Eigenvalue Threshold for the AHP/ANP. - 2.3.1 The advantages of Maximum Eigenvalue Threshold for the AHP/ANP. - 2.4 The processes of data consistency test in the AHP/ANP. - 2.5. Illustrative example. - 3: IBMM for inconsistent data identification and adjustment in the AHP/ANP. - 3.1 The theorems of induced bias matrix model (IBMM) - 3.1.1 The theoretical proofs of IBMM. - 3.2 IBMM for inconsistent data identification and adjustment. - 3.2.1 The basics of the inconsistency identification and adjustment method. - 3.2.2. The processes of inconsistency identification and adjustment method. - 3.2.3 Fast inconsistency identification and adjustment method. - 3.3. Illustrative examples. - 3.3.1 Illustrative examples for general inconsistency identification and adjustment method. - 3.3.2 Illustrative examples for fast inconsistency identification and adjustment method. - 4: IBMM for Missing Data Estimation. - 4.1 Basics of the IBMM for missing data estimation. - 4.2 The processes of estimating missing data by the IBMM. - 4.3 Proofs of the IBMM for IPCM in order three. […]

Fields of interest
Operation Research/Decision Theory

Target groups
Research

Product category
Monograph

Due June 2012
2012. II, 145 p. 21 illus. (Quantitative Management, Volume 1) Hardcover
- approx. * € (D) 106,95 | € (A) 109,95 | sFr 133,50
- approx. * € 99,95 | £90.00
ISBN 978-3-642-29212-5

Diversity in European Marketing

Given its unique heritage and diversity, Europe deserves and requires distinct marketing attention. This book offers a non-traditional perspective to European marketing by addressing up-to-date issues and challenges for marketers through short cases and relevant received theory. Specific student assignments further provide educators, who want to take a European perspective in their teaching, with probing discussion material and encourage readers to think ahead. All cases are written by expert academics of leading management schools in Europe, establishing diversity in culture and approaches. The topics are accordingly as diverse as its contributors and include case studies and insights on the European marketing and management of companies such as Aldi, Delhaize, DeLaval, Deutsche Bank, KFC, Kofola, Puma, and Vestas Wind Systems, among others.

Features
- Case studies and insights on the European marketing and management of companies
- Written by expert academics of leading management schools in Europe

Contents
Diverse Demographics and Structural Diversity.- Diversity in Consumer Behavior in Europe.- Diverse Marketing Environments and Diversity Management.

Fields of interest
Marketing

Target groups
Upper undergraduate

Product category
Graduate/Advanced undergraduate textbook

Due April 2012
2012. XII, 264 p. 62 illus. Softcover
- * € (D) 53,45 | € (A) 54,95 | sFr 66,50
- * € 49,95 | £44.99
ISBN 978-3-8349-1420-0
F. Schuman, Robert Schuman Foundation, Paris (Ed)

Schuman Report on Europe
State of the Union 2012

The Schuman 2012 Report on the State of the Union is both a reference and a tool. A reference: bringing together contributions from leading specialists, including an interview with Jean-Claude Trichet, former President of the European Central Bank. This Report proposes a novel analytical framework, so that everyone can form his/her opinion on a series of key questions: The European Union and the Crisis: between doubts and necessity; Facing the Economic and Financial Crisis: strategy for growth and employment Europe and the New World (Im)balance A tool: with its thirty original colour maps it brings together essential information. The summary of political Europe: analysis of European elections 2011, calendar of the elections in 2012, political and economic representation of women in Europe, normative production of the Union in 2011, European Opinion in 2011 Europe in Figures: a new series of statistics and maps, covering all major current issues (growth, purchasing power, economic policy, demography, immigration, energy, environment, globalization, European policies, ...). The key to understanding the European dynamic. Under the direction of T. Chopin and M. Foucher, the following people have contributed to this book: J.-C. Trichet, J. P. Jouyet, M.Barnier, A. Lammourre, C.Coelho, J. Bitterlich, J-P. Herteman, W. Martens, J-D. Giuliani, P.Hassner, C. de Boissieu, S.Hill, M.

Features
► A reference tool with around 30 original maps ► A summary of political life in Europe in 2012 ► Key figures on Europe with comments and analysis ► Written by the best experts on European affairs

Fields of interests
Economic Policy; European Integration; Financial Economics

Target groups
Professional/practitioner

Product category
Contributed volume

Due April 2012

C. Seidl, University of Kiel, Germany; P. K. Pogorelskii, California Institute of Technology, Pasadena, CA, USA; S. Traub, University of Bremen, Germany

Tax Progression in OECD Countries
An Integrative Analysis of Tax Schedules and Income Distributions

This is the first book that performs international and intertemporal comparisons of uniform tax progression with empirical data. While conventional measures of tax progression suffer from serious disadvantages for empirical analyses, this book extends uniform measures to progression comparisons of countries with different income distributions. Tax progression is analyzed in terms of Lorenz curve and Suits curve equivalents of net incomes and taxes. The authors derive six distinct definitions of the relation “is more progressive than”, which are then utilized for an empirical analysis of 13 countries included in the Luxembourg Income Study (LIS). In two thirds of all international comparisons of tax progression, the authors report a clear ranking of the respective countries in terms of progression dominance. Tax based definitions of greater progressivityperform best.

Features
► Describes the details of the OECD tax systems ► Compares tax progression among 13 OECD countries ► Investigates changes in tax progression over time in selected OECD countries

Contents

Fields of interest
Public Finance & Economics

Due June 2012

N. Verma, Babasaheb Bhimrao Ambedkar University, Lucknow, India (Ed)

Recession and Its Aftermath
Adjustments in the United States, Australia, and the Emerging Asia

Market failure at medium intervals is inevitable in a capitalist economy. Such failures may not be seriously seen in the short run because market adjustments demand through hoarding of inventory or import of required goods and services.

Features
► Fresh contributions on the topic of recession and its control in many economies which include the US, Australia, and the core Asian countries ► Analysis of conceptual and measurement issues on recession and business cycle ► Impact analysis of banking and financial crisis

Contents

Fields of interest
Macroeconomics/Monetary Economics; Financial Economics

Due July 2012

Due April 2012

2nd ed. 2012. Approx. 225 p. 68 illus., 28 in color. Softcover
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D. Derval, DervalResearch Chicago, IL, USA;
J. Bremer, Bremer Studios Amsterdam, Netherlands

Hormones, Talent, and Career
Unlock Your Hormonal Quotient®

The media now regularly feature breakthroughs on the influence of prenatal hormones on the brain and behavior, for instance the link to financial performance or risk management. Based on these findings and their own experiments, the authors present the Hormonal Quotient (HQ) as a scientific, holistic and reliable career management and personal development tool for professionals. Eight HQ profiles and their corresponding typical business skills and preferences are presented and enable the reader to benchmark their HQ with peers, design an ideal career plan, build a winning team in business and find the perfect work-life balance. A complimentary website allows readers to easily measure their HQ online.

Features
► Exclusive report with an in-depth analysis of the measurements performed on 3,500 people in over 25 countries to help managers benchmark their Hormonal Quotient® (HQ) with peers
► 8 detailed Hormonal Quotient® (HQ) profiles, and the very specific career paths, hobbies, and entourage that best suit each profile so that managers can design an ideal career plan for themselves and for their teams
► Comprehensive state-of-the-art review on hormones and leadership to enable managers to unlock their full potential

Contents
Preface: 1 We Are Our Hormones: 2 Unlock your Hormonal Quotient R(HQ): 3 Find the Right Career Path: 4 Build a Winning Team: 5 Find the Perfect Balance: Conclusion.

Fields of interests
Business Strategy/Leadership; Human Resource Management; Personality and Social Psychology

Target groups
Professional/practitioner

Product category
Monograph

C. Homburg, University of Mannheim, Germany; H. Schäfer, Munich, Germany; J. Schneider, Ganderkesee, Germany

Sales Excellence
Systematic Sales Management

This book presents a very novel and strategic approach to Sales Management, an area that has suffered from a lack of sophistication in practice. This content-rich and thought-provoking book has a very unique positioning: It considers the sales performance of an organization at a very high, strategic level and offers specific guidance in managing not just a few direct reports but an entire organization’s sales function.

Features
► Provides a structured and insightful way for managers of all levels to rethink their sales organizations in a way that should generate stronger customer relationships, a more energized sales force, and superior company performance
► Presents an approach that has been successfully applied in companies across various sectors
► Covers all essential facets of professional sales management
► Offers checklists for all aspects of sales management is based on a sound academic foundation

Contents
Introduction: Sales Strategy - Setting the Fundamental Course: Sales Management - Designing Structures and Processes, Managing People and Living the Culture: Information Management as the Key to Professionalism in Sales: Customer Relationship Management - Staying on the Ball!!

Fields of interests
Sales/Distribution/Call Center/Customer Service; Marketing; Management/Business for Professionals

Target groups
Professional/practitioner

Product category
Professional book

Á. Medinilla, Proyectalis, Seville, Spain

Agile Management
Leadership in an Agile Environment

If you have tried to implement Agile in your organization, you have probably learned a lot about development practices, teamwork, processes and tools, but too little about how to manage such an organization. Yet managerial support is often the biggest impediment to successfully adopting Agile, and limiting your Agile efforts to those of the development teams while doing the same old-style management will dramatically limit the ability of your organization to reach the next Agile level. Ángel Medinilla will provide you with a comprehensive understanding of what Agile means to an organization and the manager’s role in such an environment, i.e., how to manage, lead and motivate self-organizing teams and how to create an Agile corporate culture.

Features
► Learn what Agile means to an organization
► Learn how to design an Agile structure
► Learn what the manager’s role in an Agile environment is and how to act as an Agile leader
► Learn how to manage workload and capacity in an Agile enterprise
► Learn how to create an Agile corporate culture

Contents

Fields of interests
Organization/Planning; Management of Computing and Information Systems; Software Engineering

Target groups
Professional/practitioner

Product category
Professional book

Due April 2012

2012. XIX, 81 p. 75 illus., 19 in color. (SpringerBriefs in Business) Softcover
► * (D) 53.45 | (A) 54.95 | sFr 66.50
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ISBN 978-3-642-25712-4

Due June 2012

2012. 370 p. (Management for Professionals) Hardcover
► approx. * (D) 74.85 | (A) 76.95 | sFr 93.50
► approx. € 69.95 | £62.99
ISBN 978-3-642-29168-5

Due June 2012

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