A. Haider, Adelaide, SA, Australia

**Information Systems for Engineering and Infrastructure Asset Management**

Engineering and infrastructure assets maintain the lifeline of economies. It is, therefore, critical to manage these assets in such a way that they provide a consistent level of service throughout their lifecycle. Management of asset lifecycle, however, is information intensive and utilises a plethora of information systems. The role of these systems in asset management is much more profound. It extends beyond the organizational boundaries and addresses business relationships with external stakeholders to deliver enhanced level of business outcomes. In doing so information systems are not only required to translate business strategic considerations into action, but are also expected to produce learnings and feedback that informs business strategy and aids in strategic reorientation.

Contents


Fields of interest

Business Information Systems

Target groups

Research

Discount group

Professional Non-Medical

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K. E. Kurbel, European University Viadrina, Frankfurt/Oder, Germany

**Enterprise Resource Planning and Supply Chain Management Functions, Business Processes and Software for Manufacturing Companies**

This book is about running modern industrial enterprises with the help of information systems. Enterprise resource planning (ERP) is the core of business information processing. An ERP system is the backbone of most companies’ information systems landscape. All major business processes are handled with the help of this system. Supply chain management (SCM) looks beyond the individual company, taking into account that enterprises are increasingly concentrating on their core competencies, leaving other activities to suppliers. With the growing dependency on the partners, effective supply chains have become as important for a company’s success as efficient in-house processes. This book covers typical business processes and shows how these processes are implemented.

Features

- Presents ERP and SCM in a manufacturing environment
- Complete and comprehensive overview
- Explains typical SAP cases

Contents


Fields of interest

Business Information Systems; Production/Logistics/Supply Chain Management; Information Systems Applications (incl. Internet)

Target groups

Graduate

Discount group

Professional Non-Medical

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D. Ó Conchúir, Scatterwork, Kesswil, Switzerland

**Overview of the PMBOK® Guide**

Paving the Way for PMP® Certification

This book is a valuable resource as it provides an introduction to project management’s generally recognized good practices as described in A Guide to the Project Management Body of Knowledge (PMBOK® Guide)—Fourth Edition, published by Project Management Institute (PMI), the world’s leading association for the project management profession. Style and language make Overview of the PMBOK® Guide especially useful for individuals who speak English as a foreign language and are preparing for PMI’s certifications, particularly the Certified Associate in Project Management (CAPM®) and the Project Management Professional (PMP®). The CAPM demonstrates an understanding of the principles and terminology of the PMBOK® Guide. The PMP demonstrates experience, education and competency to successfully lead and direct projects. The PMBOK® Guide is a foundational resource for all PMI certifications.

Features

- Provides easy access to the PMBOK® Guide for the PMP (Project Management Professional) certification
- Ideal guide for non-native speakers
- Aims to reduce preparation time through clear, transparent explanations
- Caters to a rapidly growing number of PMP applicants

Fields of interest

Management/Business for Professionals; Data Mining and Knowledge Discovery; Information Storage and Retrieval

Target groups

Professional/practitioner

Discount group

Professional Non-Medical

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Green China
Sustainable Growth in East and West

China is creating the third growth wave in the sustainable sector. This greening of the Chinese economy offers threats and opportunities for Western organizations. Getting a piece of this new cake requires strategic innovations in both policy and corporate strategy. Based on the theory of strategic innovation and their extensive practical experiences in doing business with China, the authors propose potential areas and activities for strategic innovation in the West in response to Green China.

Features
- Intriguing ideas for dealing with Green China for managers, politicians and academics
- Unique insight in both Chinese and Western decision making on high level in government and corporations
- Focus on creation of competitive advantage while dealing with the new trend of green economy and creating new firms and industries
- Written by authors with experience in academia and industry in China and Europe

Contents

Fields of interests
Emerging Markets/Globalization; Innovation/Technology Management; Sustainable Development

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Due November 2012
2013. 210 p. 38 illus. (Management for Professionals)
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- approx. $69.95
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Luxury Marketing
A Challenge for Theory and Practice

The luxury market has transformed from its traditional conspicuous consumption model to a new experiential luxury sensibility that is marked by a change in how consumers define luxury. In a global context, it is crucial to understand why consumers buy luxury, what they believe luxury is, and how their perception of luxury value impacts their buying behavior. This handbook aims to provide a holistic approach to luxury marketing with respect to the characteristics and the key challenges and opportunities of luxury brand management. Therefore, the multifaceted contributions by authors from different parts of the world will offer both a research and management perspective of luxury marketing and deliver a concentrated body of knowledge with contributions from diverse elements.

Feature
- Why consumers buy luxury, what they believe luxury is and how their perception of luxury value impacts their buying behavior

Contents

Fields of interests
Marketing; Management/Business for Professionals

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

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