### Modern Oriental Corporate Culture

**A Case Collection**

The book covers Oriental management theories as well as their applications; research on positivism; long-term focus; exclusive interviews and accumulating first-hand data, etc. It also addresses the following topics: Chinese family businesses that have survived for more than one hundred years (e.g.,

**Features**
- The first-choice book on business operations under the oriental framework
- Easily appeal to readers at home and abroad
- Provide research data and serve as a textbook
- Follow the tracks of the operating source of 30-year-reform and opening of the economy in China
- Experience the fusion of Oriental and Occidental management wisdom in Chinese enterprises

**Contents**


**Fields of interest**
- International Economics; Economic Policy; Emerging Markets/Globalization
- Business/Management Science, general; Organization/Planning; Cultural Management

**Target groups**
- Research
- Graduate/Advanced undergraduate textbook

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### Environmental Finance and Investments

The current economic and environmental situation poses fundamental questions that this book aims to answer: Under which conditions could a market-based approach contribute to a decrease in emissions? How are abatement and investment strategies generated or promoted under permit regimes like the European Union Emission Trading Scheme (EU ETS)? In the context of the EU ETS, what is the trade-off between production, technological changes and pollution? This book is intended to provide students and practitioners the knowledge and theoretical tools they need in order to answer these and other more general questions in the context of so-called environmental finance theory, a new field of research that investigates the economic, financial and managerial impacts of market-based environmental policies.

**Features**
- Analyzes emissions markets in a real options setting
- Clear description (through examples) of the dynamic decision-making processes of emitting companies in the context of the EU ETS
- Designed for undergraduate and graduate students, journalists, policy makers and NGOs

**Contents**


**Fields of interest**
- Finance/Investment/Banking; Environmental Economics; Climate Change

**Target groups**
- Upper undergraduate

**Product category**
- Graduate/Advanced undergraduate textbook

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### Trade, Globalization and Development

**Essays in Honour of Kalyan K. Sanyal**

**Features**
- A commemorative work in honour of the late Prof. Kalyan K.

**Contents**

M. Curley, P. Formica, National University of Ireland, Maynooth, Ireland (Eds)

**The Experimental Nature of New Venture Creation**

Capitalizing on Open Innovation 2.0

**Contents**
- Introduction
- University Ecosystems Design
- Creative Spaces for Start-up Experimentation
- Capitalizing on Open Innovation 2.0
- Laboratory Experiments as a Tool in the Empirical Economic Analysis of High-Expectation Entrepreneurship
- Accelerating Venture Creation and Building on Mutual Strengths in Experimental Business Labs
- From Entrepreneurial Fission to Entrepreneurial Fusion
- Achieving Interaction Resonance in Micro-innovation Ecology
- Interacting Experiments: A Multiplayer Game for Sharing Ideas
- What’s New In Launching of Start-ups?
- Features and Implications of Laboratory Experiments
- Lab Experiments for New Ventures: The Potential of a Start-up Database
- Experimental Labs for Start-ups: The Role of the ‘Venture-sitter’
- Experimenting Social Constructivist Approach in Entrepreneurial Process-based Training: Cases in Social, Creative and Technology Entrepreneurship
- Wikipedia: Harnessing Collaborative Intelligence
- Business Model Experimentation: What is the Role of Design-led Innovation and Design-led Prototyping in Developing Novel Business Models?
- Taking Advantage of Experiments to Run Technology Companies: The Shimmer Research Case

**Fields of interest**
- Innovation/Technology Management
- R & D Technology Policy
- Business Strategy/Leadership

**Target groups**
- Research

**Product category**
- Monograph

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P.-O. Johansson, Stockholm School of Economics, Sweden; B. Kriström, Umea University, Sweden

**Evaluating Water Projects**

Cost-Benefit Analysis Versus Win-Win Approach

Should more water be diverted to or from electricity generation? This timely question is addressed in this short volume. Two different approaches are introduced and compared: The first is a cost-benefit analysis, examining the case of re-regulating a Swedish hydropower plant in which water is diverted from electricity generation to the downstream dryway. The proposed scenario generates environmental and other benefits, but comes at a cost in terms of lost electricity. The second study introduces an approach very different from the one used in conventional cost-benefit analysis, and provides a set of measures designed so that most, if not all, affected parties will be better off. Thus, in contrast to a conventional cost-benefit analysis, which draws on hypothetical compensation measures, the new approach envisages actual compensation. Comparing two different theoretical frameworks on the basis of a real-world case, this study can be seen as a manual that can be used to evaluate reasonably small re-regulation of rivers.

**Features**
- Compares two approaches to handling natural resource conflicts
- A brand-new approach to empirical assessment of re-regulations
- Case of a hydropower plant in Sweden

**Contents**
- Preface
- 1 Introduction
- 2 The Dönje Hydropower Scenario
- 3 The -2,+1 Hydropower Scenario
- 4 A Brief Comparison of the Approaches and an Outlook
- References
- Appendices
- Index

**Fields of interest**
- Environmental Economics
- Waste Water Technology
- Water Pollution Control
- Water Management
- Aquatic Pollution

**Target groups**
- Research

**Product category**
- Brief

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**China’s Macroeconomic Outlook**

Quarterly Forecast and Analysis Report, September 2012

Owing to the decline in domestic investment and trade with the rest of the world, China’s real GDP in the first half of 2012 was lower than expected. Based on forecasts from China’s Quarterly Macroeconomic Model (CQMM), the slowdown of the growth rate in 2013 will be moderate as a result of modestly proactive macro control policy. GDP would grow at 8.01 percent in 2012, and then rebound to 8.29 in 2013; CPI would fall to a 2.9 percent in 2012, and then would pick up to 3.27 percent in 2013. In the scenario in which the sovereign debt crisis in the euro area worsened in the second half of 2012, real GDP is forecast at 7.71 percent for 2012 and 7.5 percent for 2013. Even if the external economic environment becomes worse, China’s growth is expected to stay at above 7.5 percent, which might be a steady growth rate for the near future.

**Features**
- A quarterly forecast and analysis report on China’s macroeconomic outlook, based on China’s Quarterly Macroeconometric Model (CQMM)
- High reference value for entrepreneurs to project China’s macroeconomic performance in the coming years and review possible effectiveness of macroeconomic policies
- A platform to aid understanding of China’s macroeconomic behavior and policy dynamics

**Contents**
- Review of Macroeconomic Performance in the First Half of 2012
- Forecast for 2012-2013
- Policy Simulation
- Policy Implication and Recommendations
- Comments and Discussions

**Field of interest**
- Macroeconomics/Monetary Economics

**Target groups**
- Research

**Product category**
- Monograph

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Due May 2013

2013. XIII, 183 p. 25 illus., 8 in color. (Innovation, Technology, and Knowledge Management)

Hardcover
- € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00

ISBN 978-3-319-00178-4

Due April 2013

2013. VIII, 67 p. 11 illus., 2 in color. (SpringerBriefs in Economics) Softcover
- € (D) 53,49 | € (A) 54,99 | sFr 67,00
- € 49,99 | £44.99

ISBN 978-3-642-36789-2

Due May 2013

- € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00

ISBN 978-3-642-36922-3
Decision analysis based on uncertain data is natural in many real-world applications, and sometimes such an analysis is inevitable. In the past years, researchers have proposed many efficient operations research models and methods, which have been widely applied to real-life problems, such as finance, management, manufacturing, supply chain, transportation, among others. This book series aims to provide a global forum for advancing the analysis, understanding, development, and practice of uncertainty theory and operations research for solving economic, engineering, management, and social problems.

**X. Li, Beijing Jiaotong University, P.R. China**

**Credibilistic Programming**

An Introduction to Models and Applications

It provides fuzzy programming approach to solve real-life decision problems in fuzzy environment. Within the framework of credibility theory, it provides a self-contained, comprehensive and up-to-date presentation of fuzzy programming models, algorithms and applications in portfolio analysis.

**Features**

- The quality of growth is critical to sustaining progress on the planet
- The book provides a critical message from China, one of the most important emerging powers with a far reaching impact on climate change and structural transformation
- The book is a result of a country owned process, emphasizes pro-poor growth, equal opportunities, energy efficiency, renewable energy sources and environment protection

**Contents**


**Fields of interest**

Management/Business for Professionals; Operation Research/Decision Theory; Artificial Intelligence (incl. Robotics)

**Target groups**

Research

**Product category**

Monograph

Due May 2013

2013. Approx. 150 p. 36 illus., 1 in color. (Uncertainty and Operations Research) Hardcover

- *€ (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00

ISBN 978-3-642-36375-7

**M. Li, China Centre for Industrial Security Research, Beijing, P.R.China**

**Research on Industrial Security Theory**

This book offers a systematic discussion and explanation on what industrial security is, what the influencing factors of industrial security are, how industrial security should be evaluated and how early warnings should work from the viewpoint of developing countries. Studying theories of industrial security is necessary for the development of industrial economics theory, innovations in industrial economy studies, and an important supplement to and improvement on the theories of industrial economics. Also, studying industrial security theories can offer valuable guidance for the practice of industrial economics and national industrial policy making.

**Features**

- This book proposes a classification method, influencing factors and theoretical model of industrial security on the basis of the theoretical framework of industrial economics
- With a focus on industrial security, this book presents a broad range of theoretical research and innovation and forms a new theoretical system by theorizing and systematizing the influencing factors of industrial security

**Contents**


**Fields of interest**

Economics general

**Target groups**

Research

**Product category**

Monograph

Due April 2013


- approx. *€ (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00

ISBN 978-3-642-36951-3
M. Sanchis i Marco, University of Valencia, Spain

The Economics of the Monetary Union and the Eurozone Crisis

A regulatory idea conducted this work: the need to connect the economic rationale of the theory of currency areas with the current EU institutional frame of the European monetary unification process. The latter includes the recent revamping of fiscal rules of the Stability and Growth Pact, and calls for enhancing ‘flexicurity’ in EU labour markets. The lack of EU political leadership is a dead-weight loss to build a genuine economic and monetary union, and risks to blow-up the whole project.

Features
- Provides the analytical frame to understand the economic rationale underlying both the optimum currency areas approach and the rules-based EU fiscal policies
- Includes a special chapter on the need to enhance labour market flexicurity to absorb asymmetric macroeconomic shocks, and describes the current situation and prospects of peripheral countries such as Spain
- Provides a balanced European approach on the euro crisis and proposes new innovative solutions to solve it

Contents
The Economics of Monetary Union: the Theory of Optimum Currency Areas (OCAs).
- The Economic Rationale of Fiscal Rules in OCAs: the SGP and the EDP.
- To Cope with Asymmetric Shocks in EMU: the Role of Labour Market Flexibility.
- The Concept of Labour Market Flexicurity in the Eurozone.
- The Spanish Case: the Housing Market Bubble and External Disequilibria.
- The Global Crisis and Alternative Scenarios to Save the Euro: a Spanish Perspective.

Fields of interest
Macroeconomics/Monetary Economics; European Integration; International Economics

Target groups
Graduate

Product category
Brief

Due April 2013

2013. Approx. 100 p. 9 illust. in color. (SpringerBriefs in Economics) Softcover
- € (D) 53,49 | € (A) 54,99 | sFr 67,00
- € 49,99 | £44.99
ISBN 978-3-319-00019-0

F. Schuman, Robert Schuman Foundation, Paris (Ed)

Schuman Report on Europe
State of the Union 2013

The Schuman Report on the State of the Union is a work of reference which everyone now looks forward to reading every year. For decision makers and observers of European policy it is a source of original thought and ideas, underpinned by a strong requirement for quality. It is a tool for those who are looking for reliable sources in terms of European statistics and macro-economic data. Some eminent people have chosen to contribute their ideas also. In 2013, Josef Ackermann, former CEO of Deutsche Bank, Chairman of the Board of Directors of Zurich Insurance Group, offers his analysis of the banking Union, Lord Dykes, Foreign Affairs Spokesperson for the LibDems in the House of Lords, provides readers with his view of the future for the UK in the European Union and Alain Lamassoure, MEP, Chairman of the Budget Committee in the European Parliament, suggests a budgetary federation.

Features
- A reference tool with around 35 original maps
- A summary of political life in Europe in 2013
- Key figures on Europe with comments and analysis
- Written by the best experts on European affairs
- 4th edition in English

Contents
The European Union and the economic crisis: between defending national interests and progress towards integration.
- Towards true European economic union.
- Europe in the world: between values and interests.
- Interview.
- Summary of political and legal Europe.
- The European Union in figures.

Fields of interest
Economic Policy; European Integration; Financial Economics

Target groups
Professional/practitioner

Product category
Contributed volume

Due April 2013

2013. Approx. 200 p. 32 illust. in color. Softcover
- * € (D) 49,21 | € (A) 50,59 | sFr 61,50
- * € 45,99 | £41.99

New Series
CSR, Sustainability, Ethics & Governance

Series editor: S. O. Idowu, R. Schmidpeter

In recent years the discussion about the relationship between business and society has made immense progress. This has in turn led to a broad academic and practical discussion on innovative management concepts, such as Corporate Social Responsibility, Corporate Governance and Sustainability Management. This series offers a comprehensive overview of the latest theoretical and empirical research and provides sound concepts for sustainable business strategies. In order to do so, it gathers together the experience an in-depth contemplations of leading thinkers in the fields of management theory and the social sciences. It makes highly innovative management approaches accessible to academics from various disciplines, business leaders and interested students alike. Furthermore it brings together different perspectives from all over the world and thus contributes to the interdisciplinary and intercultural discussion on the role of business in society. The underlying intention of this series is to contribute to the world’s most challenging problems by developing new management concepts that create value for both: business and society. It has been developed to suppose those managers and researchers who are willing to contribute to creating sustainable business approaches for our common future.
**Corporate Sustainability**

Sustainability is one of the key issues in today’s society, as confirmed by the increasing attention of governments, media, academia and the industry. In the context of sustainable development, businesses that are often referred to as part of the problem can become part of the solution.

**Contents**
- Green Economy
- Industrial Sustainability
- Carbon Emissions Management and the Financial Implications of Sustainability
- Sustainability and Business at a Crossroads: The Idea of Positive Investments in Creating Shared Value
- Integrating Sustainability in Capital Budgeting Decisions
- A Study of Consumer Attitudes and Behaviour Towards Sustainability in Bradford, UK
- An Economical and Environmentally Sustainable Opportunity
- Setting and Managing Sustainability Goals
- Environmental Management Systems: Enabling Tools Towards Sustainability
- The Green Option Matrix to Characterize Green Products and Practices: Applications to the Upholstered Furniture and the Footwear Industries
- Sustainability Measurement and Reporting: Impacts on Finance, Stakeholders Communication and Internal Measurement Practices
- Sustainable Use of IT
- The Green Building Revolution: Advancing Sustainability at Exponential Speed
- Existing Buildings’ Energy Upgrade: An Economical and Environmentally Sustainable Opportunity

**Fields of interest**
- Non-Profit Enterprises
- Corporate Social Responsibility
- Organization/Planning
- Production/Logistics
- Supply Chain Management

**Target groups**
- Research

**Product category**
- Contributed volume

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**The Changing Business Landscape of Romania**

**Lessons for and from Transition Economies**

Romania stands at the crossroads of Europe, Asia, and the Middle East. Since 1990, when the country experienced the bloodiest revolution of all of the Warsaw Pact members, Romania has gone through withering change.

**Contents**
- Introduction
- The Multi-field Structure of Organizational Knowledge
- Investigation of National Culture’s Impact on Competitiveness and Knowledge Sharing Competences
- Development of an Organic Food Mentality in Romania
- Euro Adoption in Romania
- Is Networking of People, Attitudes, and Ideas Exploitable for Marketing of New Energy Solutions?
- A Multi-agent System for Acquiring Transport Services
- Twenty Years After Management and Performance Measurement in Romanian State-Owned Enterprises
- Setting and Managing Sustainability Goals
- Environmental Management Systems: Enabling Tools Towards Sustainability
- The Green Option Matrix to Characterize Green Products and Practices: Applications to the Upholstered Furniture and the Footwear Industries
- Sustainability Measurement and Reporting: Impacts on Finance, Stakeholders Communication and Internal Measurement Practices
- Sustainable Use of IT
- The Green Building Revolution: Advancing Sustainability at Exponential Speed
- Existing Buildings’ Energy Upgrade: An Economical and Environmentally Sustainable Opportunity

**Fields of interest**
- Economic Policy
- Business for Professionals

**Target groups**
- Research

**Product category**
- Contributed volume

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**Casinonomics**

The Socioeconomic Impacts of the Casino Industry

Casinonomics provides a comprehensive analysis of the economic and social impacts of the casino industry. Examining the latest cutting-edge research, with a mix of theory and empirical evidence, Casinonomics informs the reader on the most important facets at the forefront of the public policy debate over this controversial industry. While the casino industry has continued to expand across the United States, and around the world, critics argue that casinos bring negative social impacts that offset any economic benefits.

**Features**
- A comprehensive discussion of the social and economic costs and benefits of legalized gambling
- The first comprehensive discussion of these issues available on the market
- As casino gambling spreads throughout the world this book examines the issues

**Contents**
- Introduction
- Casino Gambling and Economic Growth
- Misconceptions About Casinos and Growth
- Evidence on the Growth Effects of Gambling
- Relationships Among U.S. Gambling Industries
- The Social Costs of Gambling
- Miscellaneous Social Cost Issues
- Problems in Gambling Research
- Conclusion
- Appendix Primer on Microeconomics

**Fields of interest**
- Economics general
- Economic Policy
- Management
- Business for Professionals

**Target groups**
- Professional/practitioner

**Product category**
- Professional book

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**Due July 2013**

2013. Approx. 350 p. (CSR, Sustainability, Ethics & Governance) Hardcover
- * € (D) 149.79 | € (A) 153.99 | sFr 186.50
- * € 139.99 | £126.00

ISBN 978-3-642-37017-5

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**Due April 2013**

2013. VII, 442 p. 66 illus., 56 in color. Hardcover
- * € (D) 106.99 | € (A) 109.99 | sFr 133.50
- * € 99.99 | £90.00

ISBN 978-1-4614-6864-6

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**Due May 2013**

2013. Approx. 300 p. 12 illus. in color. (Management for Professionals) Hardcover
- * € (D) 64.19 | € (A) 65.99 | sFr 80.00
- * € 59.99 | £53.99

V. Zeimpekis, University of the Aegean, Chios, Greece; S. Ichoua, Embry-Riddle Aeronautical University, Daytona Beach, FL, USA; I. Minis, University of the Aegean, Chios, Greece (Eds)

Humanitarian and Relief Logistics
Research Issues, Case Studies and Future Trends

Features
- Presents the state of the art in a fast-growing segment of Operations Research
- Covers logistics processes, preparedness, post-disaster response and supporting technologies in information systems
- Provides case studies and illustration of applications

Contents

Fields of interest
Operation Research/Decision Theory; Operations Research, Management Science; Production/Logistics/Supply Chain Management

Target groups
Research

Product category
Monograph

Due May 2013

2013. XII, 246 p. 61 illus., 44 in color. (Operations Research/Computer Science Interfaces Series, Volume 54) Hardcover

* € (D) 106,99 | € (A) 109,99 | sFr 133,50
* €99,99 | £90.00