Basic Technical Analysis of Financial Markets
A Modern Approach

The present book avoids the fantasy recipes that abound in technical analysis and focuses instead on those that are statistically correct and can be understood by newcomers as well as appreciated by professionals. The described protocols and techniques will prove invaluable in analyzing market behavior and assisting in trading decisions. The algorithms used in the technical analysis of financial markets have changed beyond recognition. This book offers a more efficient technical analysis – one that is not satisfied with protocols that just seem to be fine, but which requires that they are indeed fine, verifying this through simulations on the PC, serious statistical counts, and so on.

Features
► Modern approach to technical analysis of financial markets 
► Focus on protocols and techniques proven to be statistically correct 
► Understandable for newcomers as well as professionals

Contents

Fields of interest
Finance/Investment/Banking; Management/Business for Professionals; Financial Economics

Target groups
Professional/practitioner

Product category
Professional book

Due May 2013
2013. Approx. 500 p. (Perspectives in Business Culture) Hardcover
► $99.00

Too Good To Fail
Creating Marketplace Value from the World’s Brightest Minds

Too Good to Fail: Creating Marketplace Value from the World’s Brightest Minds

In managerial literature the challenges of ramping up, growing and enhancing a (Finance) Shared Services Organization are regularly neglected. Therefore, the compilation will address two objectives: First, based on a generic phase model of an SSO’s development, frequently arising questions related to the management of SSOs shall be systematically discussed and practicable solutions derived. Secondly, a picture of the future of SSOs shall be elaborated, resulting in new future management implications.

Features
► Brings together a practical application of open innovation networks, intellectual property, technology transfer, and compression of technology development timelines 
► Offers strategy for leapfrogging competitors by rationalizing global discovery networks 
► Useful for senior managers looking to address their need to create products with limited in-house intellectual capital and constrained R&D budgets

Contents

Fields of interest
Management/Business for Professionals; Innovation/Technology Management; R & D/Technology Policy

Target groups
Professional/practitioner

Product category
Professional book

Due April 2013
2013. XVI, 532 p. 85 illus. Hardcover
► $79.99

Too Good To Fail
Creating Marketplace Value from the World’s Brightest Minds

In managerial literature the challenges of ramping up, growing and enhancing a (Finance) Shared Services Organization are regularly neglected. Therefore, the compilation will address two objectives: First, based on a generic phase model of an SSO’s development, frequently arising questions related to the management of SSOs shall be systematically discussed and practicable solutions derived. Secondly, a picture of the future of SSOs shall be elaborated, resulting in new future management implications.

Features
► Brings together a practical application of open innovation networks, intellectual property, technology transfer, and compression of technology development timelines 
► Offers strategy for leapfrogging competitors by rationalizing global discovery networks 
► Useful for senior managers looking to address their need to create products with limited in-house intellectual capital and constrained R&D budgets

Contents

Fields of interest
Management/Business for Professionals; Innovation/Technology Management; R & D/Technology Policy

Target groups
Professional/practitioner

Product category
Professional book

Due June 2013
2013. VIII, 116 p. 71 illus., 35 in color. (Management for Professionals) Hardcover
► $59.99
ISBN 978-3-319-00280-4

Shared Services Next Level
Strategic Management and Governance Aspects of a Global (Finance) SSO

Shared Services Next Level
Strategic Management and Governance Aspects of a Global (Finance) SSO

In managerial literature the challenges of ramping up, growing and enhancing a (Finance) Shared Services Organization are regularly neglected. Therefore, the compilation will address two objectives: First, based on a generic phase model of an SSO’s development, frequently arising questions related to the management of SSOs shall be systematically discussed and practicable solutions derived. Secondly, a picture of the future of SSOs shall be elaborated, resulting in new future management implications.

Features
► First Book to this Subject based on Shared Services

Contents

Fields of interest
Management/Business for Professionals; Finance/Investment/Banking

Target groups
Professional/practitioner

Product category
Professional book
K. U. Koskinen, Tampere University of Technology, Pori, Finland

Knowledge Production in Organizations
A Processual Autopoietic View

The systemic view provides a basic approach through which people may advance their understanding of knowledge production in organizations. One of the most important contributions to this systemic view is the theory of social autopoiesis which emphasizes that knowledge production of organizations can only be understood through the view of a social autopoietic system. Recent developments in the field of organization research have started to view organization as a process rather than as entity. The author combines in this book these two approaches – autopoietic systemic view and process thinking - in a way that organizations are seen as processual autopoietic systems.

Features
- Presents a combination of social autopoiesis and process thinking
- Shows how processual autopoietic systems can be built and which benefits they can accrue
- Brings a new perspective to organizational knowledge production

Contents
Preface by Johan Roos.
- Processual Knowledge Production in Autopoietic Organizations
- Organization
- Systemic View and Systems Thinking
- Autopoiesis
- Process Perspective
- Luhmann's View of Social Autopoietic Systems
- Epistemological Assumptions
- Knowledge and Knowledge Management
- Evolution and Learning in Organizations
- Micro-Macro Problem
- Macro and Micro Processes
- Firm as a Processual Autopoietic Knowledge Production Organization

Fields of interest
Business Information Systems; Organization/Planning; Industrial Organization

Target groups
Research

Product category
Monograph

Due June 2013
2013. Approx. 200 p. 7 illus. Hardcover
► approx. $139.00
ISBN 978-3-319-00103-6

R. Krüger, A. Stumpf, AMC GmbH & Co.KG, Frankfurt am Main, Germany

Brand Growth Barriers
Identify, Understand, and Overcome Them

How can a brand - whether products or services, B2B or B2C, big or small - get back onto a growth track, even in economically difficult times? According to the two brand leadership experts Ralph Krüger and Andreas Stumpf, this can only be achieved by systematically overcoming growth barriers. In this book they present their Brand Growth Barrier Model, which makes it possible for businesses to identify, understand and overcome the barriers to and in their own brands. Case studies from well known brands of different categories, useful checklists for daily business and a clear, practical Question and Answer System on all relevant issues make this book an indispensable guide - not only for marketing experts but also for chief executives and responsible parties in sales and controlling.

Features
- Presents the Brand Growth Barrier Model to systematically identify, understand, and overcome growth barriers
- Case studies from well-known brands of different categories to clearly understand the underlying theory
- Checklists for quick reference
- Clear and practical Question and Answer system to help marketeers focus on main tasks

Contents
The wonderful world of growing brands
- Requirements of growth-oriented brand management
- Identifying growth barriers
- Overcoming growth barriers
- Planning, forecasting and monitoring growth
- Checklists and Questions

Fields of interest
Marketing; Business Strategy/Leadership; Sales/Distribution/Call Center/Customer Service

Target groups
Professional/practitioner

Product category
Professional book

Due May 2013
2013. Approx. 170 p. 12 illus. (Management for Professionals) Hardcover
► approx. $89.95
ISBN 978-3-642-37107-3

G. Morbey, Erkrath, Germany

Data Quality for Decision Makers
A dialog between a board member and a DQ expert

Currently many companies are confronted with the decision how to deal with the new data quality requirements of the regulatory authorities. Future data quality statements for enterprise key figures and their origins are being demanded. Applying methods of a data quality management system can produce these statements best. Guilherme Morbey explains the introduction of such a system in the form of a dialogue.

Features
- Publication in the field of the economic sciences

Contents
Data quality in general
- Organisational and technical requirements
- Stumbling blocks
- Factors for Success

Fields of interest
Business Information Systems

Target groups
Research

Product category
Monograph

Due March 2013
2nd ed. 2013. XII, 78 p. 7 illus. Softcover
► $59.99
ISBN 978-3-658-01822-1

Due June 2013
2013. Approx. 200 p. 7 illus. Hardcover
► approx. $139.00
ISBN 978-3-319-00103-6

Due May 2013
2013. Approx. 170 p. 12 illus. (Management for Professionals) Hardcover
► approx. $89.95
ISBN 978-3-642-37107-3

Due March 2013
2nd ed. 2013. XII, 78 p. 7 illus. Softcover
► $59.99
ISBN 978-3-658-01822-1
A Real-Time In-Memory Discovery Service
Leveraging Hierarchical Packaging Information in a Unique Identifier Network to Retrieve Track and Trace Information
J. Müller, Hasso Plattner Institute, Potsdam, Germany

The research presented in this book discusses how to efficiently retrieve track and trace information for an item of interest that took a certain path through a complex network of manufacturers, wholesalers, retailers, and consumers. To this end, a super-ordinate system called “Discovery Service” is designed that has to handle large amounts of data, high insert-rates, and a high number of queries that are submitted to the discovery service. An example that is used throughout this book is the European pharmaceutical supply chain, which faces the challenge that more and more counterfeit medicinal products are being introduced.

Features
- Presents latest academic research results in In-Memory Data Management adoptable for multiple challenges
- Numerious illustrations and tables give a good introduction into the topic
- Includes valuable tips on In-Memory Data Management for track and trace applications

Contents

Fields of interest
Business Information Systems; Computer Systems Organization and Communication Networks; Data Structures

Target groups
Research

Product category
Monograph

Due May 2013
2013. XXI, 169 p. 86 illus. (In-Memory Data Management Research) Hardcover
► $129.00
ISBN 978-3-642-37053-3

The Psychology of Human Leadership
How To Develop Charisma and Authority
M. Paschen, Engelskirchen, Germany; E. Dihsmayer, Reichshof, Germany

The book seamlessly links fundamental insights and practical approaches to address the most important leadership problems and challenges. Each of the 11 chapters takes a close look at a specific leadership aspect and explains how to develop personal leadership qualities, such as charisma, the ability to motivate others, assertiveness, and how to overcome crises and conflicts to create new structures. Ethical questions and possible negative developments in connection with leadership and power are also examined.

Features
- Combination of profound psychological findings and practical recommendations to inculcate leadership characteristics
- Creates a solid foundation for the sustainable development of charisma and leadership authority
- Practical examples from the world of politics and history illustrate the psychological mechanisms of leadership

Contents

Fields of interest
Business Strategy/Leadership; Industrial, Organisational and Economic Psychology; Human Resource Management

Target groups
Professional/practitioner

Product category
Professional book

Due May 2013
2013. Approx. 180 p. 22 illus., 2 in color. Hardcover
► $79.95
ISBN 978-3-642-37053-3

Real-time Security Extensions for EPCglobal Networks
Case Study for the Pharmaceutical Industry
M.-P. Schapranow, Hasso Plattner Institute, Potsdam, Germany

The transformation towards EPCglobal networks requires technical equipment for capturing event data and IT systems to store and exchange them with supply chain participants. For the very first time, supply chain participants thus need to face the automatic exchange of event data with business partners. Data protection of sensitive business secrets is therefore the major aspect that needs to be clarified before companies will start to adopt EPCglobal networks. This book contributes to this proposition as follows: it defines the design of transparent real-time security extensions for EPCglobal networks based on in-memory technology. For that, it defines authentication protocols for devices with low computational resources, such as passive RFID tags, and evaluates their applicability.

Features
- Introduces into the design and implementation of the history-based access control
- Helps to understand security risks and countermeasures in EPCglobal networks
- Provides inspiration and guidance to develop real-time business applications with in-memory technology

Contents

Fields of interest
Business Information Systems; Computer Systems Organization and Communication Networks; Systems and Data Security

Target groups
Research

Product category
Monograph

Due May 2013
2013. XIV, 135 p. 36 illus. (In-Memory Data Management Research) Hardcover
► $129.00
ISBN 978-3-642-36342-9
Exhibit Marketing and Trade Show Intelligence

Successful Boothmanship and Booth Design

“Exhibition organizers and venue managers must have a thorough knowledge of their customers and they must be very close to the industries they serve. We must react rapidly to their changing needs and even be ahead of the curve in providing the tools and services which they’ll need to successfully meet their business objectives. This book, Exhibit Marketing and Trade Show Intelligence, will assist all those in the exhibition industry to stay on top of trends and changes as we work to improve our customer’s ROI and at the same time strengthen our own bottom line.”

Paul Woodward, Managing Director UFI, the Global Association of the Exhibition Industry

“The Exhibit and Event industry has been rapidly expanding over the past several years and offers many global opportunities for a fascinating and rewarding career. Exhibit Marketing & Trade Show Intelligence provides those interested in a career in Exhibit and Event Management a solid foundation on how to become a valuable asset to any organization.

Features
► Shows how to use trade show intelligence for successful boothmanship and design ► Assists the reader in successfully planning and organizing trade shows ► Appealing to both academics and practitioners alike

Contents
Integrated marketing communications.- Booth staff behavior.- Booth design and marketing materials.- Pre-show planning.- Post-show follow-up.- Trade show intelligence.

Fields of interest
Marketing; Media Management; Market Research

Target groups
Professional/practitioner

Product category
Professional book

Due May 2013
2013. Approx. 220 p. 40 illus. (Management for Professionals) Hardcover
► $79.95
ISBN 978-3-642-36792-2

Organizational Change and Information Systems

Working and Living Together in New Ways

This book examines a range of issues emerging from the interaction of Information Technologies and organizational systems. It contains a collection of research papers focusing on themes of growing interest in the field of Information Systems, Organization Studies, and Management. The book offers a multidisciplinary view on Information Systems aiming to disseminate academic knowledge. It might be particularly relevant to IT practitioners such as information systems managers, business managers and IT consultants. The volume is divided into six sections, each one focusing on a specific theme.

Features
► Collection of multidisciplinary contributions providing a map of the research topics relevant for the community of IS scholars ► Provides an overview of the research methods that are currently applied

Contents

Fields of interest
Business Information Systems; Organizational Studies, Economic Sociology; Information Systems and Communication Service

Target groups
Research

Product category
Contributed volume

Due July 2013
2014. 350 p. (Lecture Notes in Information Systems and Organisation, Volume 2) Softcover
► approx. $179.00
ISBN 978-3-642-37227-8