K. Backhaus, University of Muenster, Germany

Hurdle Race Marketing
The Enlightenment - The Disillusionment - The Breakthrough
Illustrations by: K. Krings, Muenster, Germany; Translated by: D. West, Buende, Germany

In an amusing way Klaus Backhaus endeavours to explain how much of what is sold in practice under the guise of a pronounced market orientation is nothing more than the telling of a fairy tale. And so the story takes its course. Despite a perceived market orientation the German engineering company "Deutsche Maschinenbau AG" is losing its market share. But instead of joining forces to systematically hunt down and identify the causes of these losses, all those involved become entangled in a mutual blame game. Not until the Marketing Manager has his say, does the tide seem to turn. Nevertheless, when it comes to putting things into practice, it soon becomes clear that the devil is in the details. Following an initial enlightenment and a subsequent disillusionment phase, the breakthrough finally comes when the CEO decides to make the cause his own, demanding that market orientation must become a daily common practice and a personally lived reality.

Features
► Why Marketing has to go beyond the marketing department ► What companies have to do to become truly market-oriented ► An entertaining story and must-read for anyone involved in marketing

Contents
The Enlightenment.- The Disillusionment.- The Breakthrough.

Fields of interest
Marketing; Economics/Management Science, general; Project Management

Target groups
Popular/general

Product category
Monograph

A. Bog, Hasso Plattner Institute, Potsdam, Germany

Benchmarking Composite Transaction and Analytical Processing Systems
The Creation of a Mixed Workload Benchmark and its Application

Systems for Online Transaction Processing (OLTP) and Online Analytical Processing (OLAP) are currently separate. The potential of the latest technologies and changes in operational and analytical applications over the last decade have given rise to the unification of these systems, which can be of benefit for both workloads. Research and industry have reacted and prototypes of hybrid database systems are now appearing. Benchmarks are the standard method for evaluating, comparing and supporting the development of new database systems.

Features
► This book introduces the first realistic benchmark that can be used by companies to evaluate hybrid OLTP and OLAP systems ► A detailed description of database models helps the reader to understand the challenge of reuniting OLTP and OLAP ► The reader is introduced into the scientific world of benchmarking hybrid OLTP and OLAP database systems

Contents

Fields of interest
Business Information Systems; Database Management; Models and Principles

Target groups
Research

Product category
Monograph

G. Grüne, S. Lockemann, SAP Deutschland, Walldorf, Germany; V. Kluy, SAP Deutschland, Walldorf, Germany; S. Meinhardt, SAP Deutschland, Walldorf, Germany

Business Process Management within Chemical and Pharmaceutical Industries
Markets, BPM Methodology and Process Examples

As business processes are crucial success factors for companies, software-based Business Process Management (BPM) is becoming more and more important. In this area SAP, the market leader for enterprise application software, has already gathered substantial experience. For the characterization, modeling and especially the optimization of business processes, SAP's consultants use their own BPM approach. In addition to their considerable methodological know-how, the consultants' profound knowledge of the industry facilitates the focus on core and business-critical processes. This book examines the current market situation, as well as the specific challenges and trends for the chemical and pharmaceutical industries.

Features
► Offers a holistic approach to defining the architecture of a company ► Employs a wide range of examples from industry-specific business processes ► Gives an overview over the industry relevant markets and its challenges ► Applies BPM to Chemical and Pharmaceutical Industries

Contents

Fields of interest
Organization/Planning; Business Information Systems; Production/Logistics/Supply Chain Management

Target groups
Professional/practitioner

Product category
Monograph

Due May 2013

2013. 82 p. 4 illus., 3 in color. Hardcover
► approx. * € (D) 21,39 | € (A) 21,99 | sFr 27,00
► approx. € 19,99 | £17.99
ISBN 978-3-658-02443-7

Due June 2013

2013. Approx. 190 p. 32 illus. (In-Memory Data Management Research) Hardcover
► approx. * € (D) 106,95 | € (A) 109,95 | sFr 133,50
► approx. € 99,95 | £90.00
ISBN 978-3-642-38069-3

Due May 2013

2013. XVI, 143 p. 69 illus. Hardcover
► * € (D) 64,19 | € (A) 65,99 | sFr 80,00
► € 59,99 | £53.99
ISBN 978-3-642-11716-9
Soulful Corporations
A Values-Based Perspective on Corporate Social Responsibility

Contents

Fields of interest
Non-Profit Enterprises/Corporate Social Responsibility; Public Finance & Economics; Emerging Markets/Globalization

Target groups
Professional/practitioner

Product category
Professional book

Due June 2013
2013. X, 595 p. 55 illus. in color. (India Studies in Business and Management) Hardcover
► * € (D) 85,59 | € (A) 87,99 | sFr 106,50
► € 79,99 | £72.00
ISBN 978-81-322-1274-4

Transnational Marketing and Transnational Consumers

Transnational Marketing and Transnational Consumers are becoming increasingly common in today’s globalizing and fast moving world of business. This book presents a fresh perspective focusing on the transnational character of organizations and firms while underlining the importance of the transnationality of marketing strategies for success. At the same time, it introduces the novel concepts of Transnational Consumers and Transnational Mobile Consumers which take into account the increasing human mobility and its implications for marketing success.

Features
► Presents clear and crisp definitions of what is global, international, multinational, and transnational in the world of marketing ► Explains the key features of a transnational marketing strategy, a key to the success of global small and large organisations, with many real-life examples and illustrations ► Introduces insightful new concepts of Transnational Consumers and Transnational Mobile Consumers

Contents

Fields of interest
Marketing; Emerging Markets/Globalization; Innovation/Technology Management

Target groups
Professional/practitioner

Product category
Brief

Due May 2013
2013. Approx. 70 p. 7 illus. (SpringerBriefs in Business) Softcover
► * € (D) 53,49 | € (A) 54,99 | sFr 67,00
► € 49,99 | £44.99
ISBN 978-3-642-36774-8

Valuing Intellectual Capital

Valuing Intellectual Capital provides readers with prescriptive strategies and practical insights for estimating the value of intellectual property (IP) and the people who create that IP within multinational companies.

Features
► Contains never-before published research into offshored intellectual property (IP) ► Offers CFOs, corporate auditors, corporate financial analysts, corporate planners, and economists working in industry practical methods for measuring the value of intangible assets within their company ► Author is an emeritus professor at Stanford University and a leading consultant on IP valuation

Contents

Fields of interest
Business Taxation/Tax Law; Accounting/Auditing; Management/Business for Professionals

Target groups
Professional/practitioner

Product category
Professional book

Due May 2013
2013. XXII, 554 p. 74 illus. in color. (Management for Professionals, Volume 23) Hardcover
► * € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00