J. G. Backhaus, Universität Erfurt, Germany (Ed)

**Encyclopedia of Law and Economics**

Law and Economics deals with the economic analysis of legal relations, legal provisions, laws and regulations and is a research field which has a long tradition in economics. It was lost after the expulsion of some of the leading economists from Germany during 1933 to 1938, but then revived in Chicago. Both the subject of Law of Economics and the need for a concise Encyclopedia is particularly relevant in Europe today.

**Features**
- Offers a concise source of definitions and entries for topics in Law and Economics covered by JEL-Code K.
- Contains entries written by a global list of experts in the field.

**Fields of interest**
- Economics general; Law and Economics
- Research

**Discount group**
- Professional Non-Medical

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M. Barreto, D. L. Leal

**Race, Class, and Precinct Quality in American Cities**

Nearly forty years after passage of the 1965 Voting Rights Act, a fundamental question remains unanswered: although all citizens have an equal right to the ballot, do all citizens enjoy equal access to the ballot box? More specifically, are voting precincts in predominantly low-income and non-white neighborhoods less visible, less stable, harder to find, and more difficult to navigate than are precincts in high-income and predominantly white neighborhoods? If so, do such lower levels of accessibility result in lower levels of voting, all other things being equal? To investigate this important issue, scholars in cities across the United States participated in a precinct quality study during the November 2004 election. A similar 30-item check list was employed in each of the cities to gauge precinct quality and accessibility. This volume brings together the results and discusses the intricacies of precinct quality in many of America’s largest cities. While Congress has considered standardizing the voting process in all fifty states, the results of this study indicate that vast differences in polling place quality exist not only between but also within cities.

**Features**
- Considers the question although all citizens have an equal right to the ballot, do all citizens enjoy equal access to the ballot box.
- Based on the results of a first-of-its-kind study of precinct quality, which took place during the November 2004 elections.
- Examines the issue in America’s largest and most diverse cities, including New York, Los Angeles, Atlanta, Phoenix and Miami.

**Fields of interest**
- Economics/Management Science, general; Geography (general)

**Target groups**
- Research

**Discount group**
- Professional Non-Medical
Financial Inclusion of the Marginalised

Street Vendors in the Urban Economy

This book is the product of a study conducted by the Tata Institute of Social Sciences (TISS) in collaboration with the United Nations Development Programme (UNDP) and Ministry of Urban Housing and Poverty Alleviation (MoHUPA). Its objective is to highlight some of the problems faced by street vendors in conducting their daily business and to examine how financial institutions, especially those in the banking sector, can include street vendors in their credit policies. Data was collected from 15 cities across the country.

Features
- Documents the current degree of financial inclusion among street vendors
- Identifies the policy constraints and drivers for the broader adoption of financial services appropriate to the needs of the street vendors
- Presents a gender-disaggregated picture of the financial inclusion among street vendors, improving the general understanding of the problems faced by women street vendors

Contents
Chapter 1: Introduction: Street Vendors in the Urban Economy.
Chapter 2: The Field: Profile of the Cities.
Chapter 3: Why do Street Vendors Need Finance?.
Chapter 4: Sources of Finance.
Chapter 5: How Can Financial Institutions Help Out?.
Chapter 6: Recommendations and Conclusion.

Fields of interest
Development Economics; Labor Economics; Finance/Investment/Banking

Target groups
Research

Discount group
Professional Non-Medical

Due June 2013
2013. XX, 176 p. 9 Illus. (Reihe Handel und Internationales Marketing / Series Retailing and International Marketing) Softcover
► $79.99
ISBN 978-3-658-01595-4

Due July 2013
2014. XXXIII, 10 p. (India Studies in Business and Economics) Hardcover
► $129.00

Due July 2013
► $129.00
ISBN 978-1-4614-6939-1
Handbook of EOQ Inventory Problems

Stochastic and Deterministic Models and Applications

The Economic Order Quantity (EOQ) inventory model first appeared in 1913, and in its centennial, it is still one of the most important inventory models.

Features
- First handbook devoted to EOQ Problems
- Will be the standard reference in the field
- Covers both deterministic and stochastic models

Contents

Fields of interest
Operation Research/Decision Theory; Operations Research, Management Science

Target groups
Research

Discount group
Professional Non-Medical

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User-Generated Content and its Impact on Branding

How Users and Communities Create and Manage Brands in Social Media

The emergence of social media as one of the driving forces of consumers' online experiences today also challenges our current understanding on marketing and brand management. The effects of brands’ social media involvement are to this day uncertain. Severin Dennhardt shows that social media and user-generated brands do have a strong influence on brands. Four independent studies demonstrate that first, successful brands can be created in virtual worlds, second, user-generated content drives the creation of unique brands, third social media strongly influences the social value perception of brands, and fourth, social media impacts consumers' purchase decision process.

Feature
- Publication in the field of economic sciences

Contents
Research Overview.- Overview of Papers.- Implications and Future Research.

Field of interest
Marketing

Target groups
Research

Discount group
Professional Non-Medical
Information Systems for Small and Medium-sized Enterprises

State of Art of IS Research in SMEs

This book establishes and explores existing and emerging theories on Small and Medium-sized Enterprises (SMEs) and the adoption of IT/IS. It presents the latest empirical research findings in that area of IS research and explores new technologies and practices. The book is written for researchers and professionals working in the field of IS research or the research of SMEs. Moreover, the book will be a reference for researchers, professionals and students in management information systems science and related fields.

Contents
- Behavioral and social studies of the impact of IT/IS on SMEs
- IT/IS adoption in SMEs: determinants, enablers, barriers and inhibitors
- Benefits, costs and risks, productivity studies of IS in SMEs
- IT/IS capabilities, knowledge and practices in SMEs
- SMEs and IT/IS outsourcing
- The role of IT/IS for innovation in SMEs
- SMEs and Open Source Software
- Researching IT/IS in SMEs
- IT/IS and SMEs in developing countries

Fields of interest
- Business Information Systems
- Management of Computing and Information Systems
- e-Commerce/e-business

Target groups
- Research

Discount group
- Professional Non-Medical

Models and Methods in Economics and Management Science

Essays in Honor of Charles S. Tapiero

Due June 2013
► $129.00
ISBN 978-3-319-00668-0

Due July 2013
► $179.00

Due June 2013
2013. XVIII, 459 p. 82 illus. (Progress in IS) Hardcover
► $179.00
ISBN 978-3-642-38243-7

Due June 2013
► $179.00

Due July 2013
► $179.00

Due June 2013
► $129.00
ISBN 978-3-319-00668-0

Features
- Summarizes the latest IS research on SMEs
- Provides a clear agenda for IS Research on SMEs
- Serves as a reference for IS Researchers

Contents
- Chapter 1 The Pharmaceutical Industry: Specificity, Challenges and What You Can Learn from this Book
- Chapter 2 Innovation in the Pharmaceutical Industry: The Process of Drug Discovery and Development
- Chapter 3 Portfolio Management in New Drug Development
- Chapter 4 Grassroots Innovation: A Promising Innovation Paradigm for Pharmaceutical Companies
- Chapter 5 New Challenges in Alliance Portfolio Management
- Chapter 6 Marketing Spending Models
- Chapter 7 Understanding Sample Usage and Sampling as a Promotion Tool: State of Industry Practice and Current Research
- Chapter 8 Pharmaceutical Detailing Elasticities: A Meta-Analysis
- Chapter 9 Modeling the effects of promotional efforts on aggregate pharmaceutical demand: What we know and challenges for the future
- Chapter 10 Patent Expiry and Pharmaceutical Market Opportunities at the Nexus of Pricing and Innovation Policy
- Chapter 11 Evaluating the Impact of Treatment Effectiveness and Side-effects on Prescription Drug Choices
- Chapter 12 Patient Empowerment: Consequences for Pharmaceutical Marketing and for the Patient-Physician Relationship
- Chapter 13 Direct-to-Consumer Advertising (DTCA) of Pharmaceuticals: An Integrative Review
- Chapter 14 How DTCA influences prescription pharmaceutical markets

Fields of interest
- Economics/Management Science, general
- Pharmaceutical Sciences/Technology, R & D/Technology Policy

Target groups
- Research

Discount group
- Professional Non-Medical

Innovation and Marketing in the Pharmaceutical Industry

Emerging Practices, Research, and Policies

Features
- Charles S.

Contents
- Feedback Stackelberg Solutions of Infinite-Horizon Stochastic Differential Games
- Linear-Quadratic Stochastic Differential Games with General Noise Processes
- Suboptimal Policies for Stochastic N-Stage Optimization
- Effective Information in Offline Stochastic Feedback and Optimal Control of Dynamic Systems
- A Paradox of the Mean Variance Setting for the Long Term Investor
- Relationships in Marketing and Optimal Control
- Attachment and Forgiveness in a Behavioural, Non-Cooperative Dynamic Game
- New Product Development in a Durable Good Monopoly
- An Extension of the Target Theory in Biology Applied to System Reliability
- Dynamic Coordination of Multiple Agents in a Class of Differential Games
-通过一个一般化的线性奖励方案：应用到供应链
- An Optimal Threshold Policy in Applications of a Two-State Markov Process
- The Alignment among Competitive Strategy, Operations Improvement Priorities and Manufacturing and Logistics Performance Measurement Systems: Evidence from a Case-Based Study

Fields of interest
- Operation Research/Decision Theory
- Operations Research, Management Science
- Engineering Economics, Organization, Logistics, Marketing
Leading Operational Excellence in the Pharmaceutical Industry

Achieving operational excellence is a challenge for the pharmaceutical industry, with many companies setting successful examples time and again. This book presents such leading practices for managing operational excellence throughout the pharmaceutical industry. Based on the St. Gallen OPEX Model the authors describe the current status of OPEX and the future challenges that have to be dealt with. The ample theoretical background is complemented hand-in-hand by case studies contributed by authors from leading pharmaceutical companies.

Features
- Uses current data about the status and operations of pharmaceutical production
- Authors from big pharma contribute their own stories in the form of best practice case studies
- Theoretical backgrounds and practical insights are combined to offer a complete perspective on the industry as well as leadership models

Contents
- Introduction
- The Rise of OPEX in the Pharmaceutical Industry
- Barriers & Success Factors in Managing Operational Excellence
- Leading Operational Excellence (1) - Outstanding Practices
- Leading Operational Excellence (2) - Leadership Redefined
- Summary & Outlook

Fields of Interest
Production/Logistics/Supply Chain Management; Business Strategy/Leadership; Pharmaceutical Sciences/Technology

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Strategic Management of Global Manufacturing Networks
Aligning Strategy, Configuration, and Coordination

The preceding process of globalization and the continuously rising competitive pressure on manufacturing companies in more developed economies unveiled the limits of classical site-focused optimization approaches. The focus of network optimization shifts ever more towards an integrative view of manufacturing networks, striving for a harmonization of the strategy-, configuration- and coordination levels. This book presents such an integrative approach to the strategic management of manufacturing networks. Besides strategic network requirements, this book discusses the derivation of an optimal global footprint and the optimization of network coordination activities. Special attention is paid to the site roles concept, especially to the concept of ‘lead factory’.

Features
- Provides a holistic perspective on manufacturing network management considering the interplay between strategy, configuration, and coordination
- Elaborates on each single dimension, thereby providing practitioners with proven applicable management concepts and tools
- Demonstrates the applicability of the tools and concepts along numerous up-to-date cases from the manufacturing industry

Fields of Interest
Operation Research/Decision Theory; Production Logistics/Supply Chain Management; Emerging Markets/Globalization

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Data you need to know about China

Survey and research center for China household finance, a non-profit institution for academic inquiry and study, is founded by Southwestern University of Finance and Economics (SWUFE) and Institute of Finance Research of People’s Bank of China. Its essential mission is to carry out China household finance survey in nationwide scope, collecting micro-level information about household finance, which includes housing assets and financial wealth, debts and credit constraints, incomings, expenditures, social security and insurance, intergenerational transfer payments, demographic characteristics and employments, habits of payments, etc, in order to offer high-quality micro data of household finance for academic study and policy making. This survey, held comprehensively and systematically by entering household questionnaire, is aiming at China household finance area. A basic database, related to micro area of China household finance, will be built based on the results of this survey, and shared all over the society. The center plans to carry out the entering household survey nationwide scope every two years. Those samples are distributed in 320 communities (urban and rural) in 80 counties (districts and cities) of 25 provinces (municipality), whose size is about more than 8400 families.

Field of Interest
Financial Economics

Target groups
Research

Discount group
Professional Non-Medical
Performance Control in Buyer-Supplier-Relationships
The Design and Use of Formal Management Control Systems

K. Gebert

A company’s ability to best exploit performance potentials within buyer-supplier relationships has become a critical success factor in securing competition and improving a company’s overall performance. One powerful attempt to meet this challenge can be found in the application of cross-company management accounting approaches in order to execute performance control. However, implementation of suitable mechanisms and execution of control activities across company boundaries – commonly executed by both partners – is often insufficient because actual improvement potentials are not identified correctly.

Feature
► Publication in the field of economic sciences

Contents
A contingency-based model to better understand conditions under which managerial control in an inter-organizational context is effective. - Implications for performance evaluation processes to systemize and quantify the impact of contingent external factors on performance (based on variance analysis). - Assessment of the mediating effect of control on the relationship’s performance (based on structural equation modeling). - A control process-oriented guideline, helping managers to systematically identify and analyze the weak points of their cross-company control activities.

Field of interest
Production/Logistics/Supply Chain Management

Target groups
Research

Discount group
Professional Non-Medical

On the Economics of Marriage
A Theory of Marriage, Labor and Divorce

S. Grossbard

While this book contains numerous facts and empirical findings and touches on policy issues, its main contribution to the existing literature lies in the theoretical perspective it offers. The core of this book is a general equilibrium theory of labor and marriage presented in Chapter 2, which provides the conceptual framework for the rest of the chapters. Two major implications of the theory are sex ratio effects and compensating differentials in marriage. The book demonstrates how a few core concepts, linked via economic analysis, help explain a multitude of findings based on statistical analyses of data from a wide variety of cultures. It is hoped that readers of this book will improve their understanding of how marriage works to help us design better economic and social policies as well as help people live better and happier lives, making the book of interest to not only economists but sociologists and anthropologists as well.

Features
► Provides the first comprehensive economic theory of marriage, spanning a wider variety of aspects of marriage including chapters on labor supply of women and the effect of marriage on productivity at work. ► Surveys an extensive literature on various aspects of marriage written by economists, sociologists, anthropologists and others. ► Presents both theoretical and empirical analysis on the topics discussed.

Fields of interest
Labor Economics; Family; Sociology, general

Target groups
Graduate

Discount group
Professional Non-Medical

Managing the Lifecycle of Open Innovation Platforms

S. Hallerstede, Nürnberg

Innovations are a critical success factor for organizations to survive. Nowadays possibilities of information and communication technologies facilitate the use of IT-based tools for the integration of external innovators into the innovation process of organizations. These tools, like innovation communities, innovation contests, innovation toolkits, and innovation market places, are subsumed under the term open innovation platforms (OIPs). The skills required to design and manage OIPs differ significantly from those for a default website. Hence, typical lifecycle models cannot be applied. Stefan Hallerstede addresses this gap and develops a dedicated lifecycle management approach for OIPs. In doing so, information systems and open innovation literature are merged as well as the major players in the market are introduced. He builds on three in-depth cases of professional OIP lifecycle management, and compiles guidelines for managing each phase of an OIP’s lifecycle. Thereby, challenges in the lifecycle of OIPs are identified and mechanisms to overcome them are developed.

Feature
► Publication in the field of economic sciences

Contents
Model of OIP lifecycle management and activities in each phase. - Process of designing an OIP from a socio-technical perspective. - Challenges in the lifecycle of OIPs and mechanisms to address them. - Typology of OIP projects. - Functions of open innovation intermediaries.

Fields of interest
Economics/Management Science, general; Innovation/Technology Management

Target groups
Research

Discount group
Professional Non-Medical

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Target groups
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Fields of interest
Economics/Management Science, general; Innovation/Technology Management

Target groups
Research

Discount group
Professional Non-Medical
W. Jho

Building Telecom Markets

The Evolution of Governance in the Korean Mobile Telecommunication Market

The mobile telecommunication industry has been one of the fastest growing industries in the global economy since the late 1990s. As the first country to offer commercial Code Division Multiple Access (CDMA) cellular service in the world, Korea was able to jump right into the digital mobile markets, enhancing its status as a leading manufacturer of mobile equipment.

Features

▶ Evaluates the influence of markets and technologies on telecom market liberalization and repudiates the single neo-liberal model of market-oriented reform. ▶ Reconfigures the changing role of the state in a new emerging and dynamic mobile telecommunications industry. ▶ Analyzes the changing relationship between the state and the private sector and empirical cases for governance perspective.

Contents


Fields of interest

Economic Policy; Innovation/Technology Management; Political Economy

Target groups

Research

Discount group

Professional Non-Medical

A. Karasavvoglou, P. Polychronidou, Kavala Institute of Technology, Kavala, Greece (Eds)

Economic Crisis in Europe and the Balkans

Problems and Prospects

The economies of the European countries are still in recession, the development process is at a standstill, companies are facing financial difficulties, and the EU’s monetary policy is tight and focused on lowering inflation. The fiscal problems and high debt levels of the northern European countries are of great importance, and they are the consequences of both the European economy’s structural characteristics and the EU’s policies. The economic area of Eastern Europe, the Balkans and the Black Sea countries is also vital, due to its special economic characteristics. The effects of the economic crisis on this particular area are catalytic, while the prospects for recovery are doubtful. The present book deals with the key aspects of the economic crisis in Europe, especially focusing on southeast Europe and the Balkans.

The consequences of the crisis in these countries are analyzed and suggestions for how to address the crisis are outlined.

Features

▶ With special focus on the European debt crisis. ▶ In-depth analysis of South East Europe and the Balkans. ▶ Concrete suggestion how to address the crisis.

Contents


Fields of interest

European Integration; Macroeconomics/Monetary Economics; Public Finance & Economics

Target groups

Research

Discount group

Professional Non-Medical

K. Kourtit, P. Nijkamp, VU University, Amsterdam, The Netherlands; R. Stimson, University of Melbourne, Parkville, VIC, Australia (Eds)

Applied Regional Growth and Innovation Models

Modern spatial-economic systems exhibit a high degree of dynamics as a result of technological progress, demographic evolution or global change. In the past decade, an avalanche of new regional economic growth and innovation models has been put forward. This volume contains a unique collection of operational models of a strong applied nature that may be seen as original landmarks in the rich tradition of spatial-economic growth modelling. The contributors are recognized experts from different parts of the world.

Features

▶ A collection of unique and operational regional growth and innovation models. ▶ Major emphasis on applied and advanced spatial-economic models. ▶ Review of various space-time modelling experiences.

Contents


Fields of interest

Regional/Spatial Science; Economic Geography; Economic Growth

Target groups

Research

Discount group

Professional Non-Medical

Due August 2013

2014. Approx. 200 p. (The Political Economy of the Asia Pacific) Hardcover
▶ approx. $129.00
ISBN 978-1-4614-7887-4

Due July 2013

2013. X, 240 p. 36 illus., 12 in color. (Contributions to Economics) Hardcover
▶ $129.00
ISBN 978-3-319-00493-8

Due August 2013

2013. Approx. 300 p. 68 illus. (Advances in Spatial Science) Hardcover
▶ approx. $179.00
ISBN 978-3-642-37818-8
National Intellectual Capital and the Financial Crisis in Indonesia, Malaysia, The Philippines, and Thailand

In the first decade of the twenty-first century, the biggest event of worldwide proportion was the 2008 global financial crisis, which was caused primarily by ineffective governance, failed surveillance systems, and implementation flaws. While fiscal and monetary policies succeeded in pulling many countries out of a financial freefall, most economies have performed beneath pre-recession levels as governments continued to struggle with their finances. Examining the financial crisis from the viewpoint of intangible assets provides a different perspective from traditional economic approaches. National Intellectual Capital (NIC), comprised mainly of human capital, market capital, process capital, renewal capital, and financial capital, is a valuable intangible asset and a key source of national competitive advantage in today’s knowledge economy.

Contents

Field of interest
Economic Growth; Economic Policy; R & D/Technology Policy

Target groups
Research

Discount group
Professional Non-Medical

Contemporary Logistics in China of Year 2013

Driven by decades of steady economic growth in China, logistics has been bolstered to the front stage of the nation’s development plan. Both infrastructural construction and operations system have been upgraded to propel logistics to a new era. This book, the second volume of the series on “Contemporary Logistics in China”, is a “just-in-time” publication which provides the readers with a depiction of the logistics development in China for this pivotal period. The writings are founded on the up-to-date studies of a team of dedicated researchers, and supported by the reputable Logistics Research Center at Nankai University. The book presents a comprehensive and thorough analysis of the progression and transformation of modern-day logistics in China, as well as the critical issues and perspectives thereof. Researchers and practicing professionals alike will find this book an indispensable and a “just-in-need” information source and reference document.

Field of interest
Production/Logistics/Supply Chain Management

Target groups
Research

Discount group
Professional Non-Medical

Subsidiary Internationalization and Cross-Border Subsidiary mandates

A select and temporary MNC phenomenon

This book investigates how foreign subsidiaries of multinational corporations expand their presence and functional scope into foreign territories. It thereby focuses on how cross-border subsidiary mandates are obtained and how they develop over time. Multiple case-studies based on in-depth interviews with HQ and subsidiary management suggest that subsidiary internationalization represents a select MNC phenomenon and that associated foreign market mandates are only of temporary nature. Foreign subsidiaries appear to receive cross-border responsibility if their value proposition for overcoming liability of inter-regional foreignness is capable of more than offsetting any risk increase that stems from principal-agent relationships between corporate headquarters and foreign subsidiaries. Following the initial mandate gain, the subsidiary’s restrained access to HQ-like functions, intra-MNC competition and altering localization degrees in the market covered by the mandate puts the sustainability of cross-border responsibilities at risk. As a consequence, internationalization trajectories of foreign subsidiaries often follow discontinuous rather than gradual evolutionary paths. In addition, cross-border subsidiary mandates often appear to be predefined and temporary in nature.

Feature
► Publication in the field of economic sciences

Contents
Internationalization processes. - Subsidiary mandates. - Subsidiary evolution. - Multinational firm.

Field of interest
Management/Business for Professionals

Target groups
Research

Discount group
Professional Non-Medical
M. Marzo, University of Bologna, Italy

Dynamic Stochastic General Equilibrium Models: the Macroe-Finance Link

Term Structure and Asset Pricing implications

This book presents a formal introduction to the real business cycle (RBC) model with consideration of monetary and asset pricing implications. In the first part, the mechanics underlying the basic RBC model are thoroughly reviewed, with discussion of various commonly employed solution methods. The second part studies the analytic features characterizing the famous 'new neoclassical synthesis', including money together with other assets, by exploring the role of different approaches adopted in inserting money in the basic RBC model. Special attention is devoted to the design of nominal and real rigidities to be included in the model: several methodologies are contrasted (wage and price rigidities), and their impact on the design of the aggregate supply curve is considered. The final part of the book explores the implications of the previous setting for asset pricing, by studying the role of term structure of interest rates and stock prices within a dynamic stochastic general equilibrium model.

Features

- Tutorials, with step-by-step analytical discussion, on specific topics not covered in other books on dynamic general equilibrium models, such as price and wage rigidities
- Careful tutorials on the role of money and bonds in such dynamic macro models
- Implications for asset pricing: a step-by-step guide to the endogenous derivation of the price kernel employed for the term structure of interest rates and asset pricing

Fields of interest

Macroeconomics/Monetary Economics; Financial Economics

Target groups

Graduate

Discount group

Professional Non-Medical

S. McGreal, R. Sotelo (Eds)

Real Estate Investment Trusts in Europe

Evolution, Regulation, and Opportunities for Growth

Shortly before of the beginning of the global financial crisis of 2008 REITs were introduced in several European countries based on their success in mature markets like the US, Australia and some Asian countries. While the history of REITs in Europe has been relatively brief, REITs are well on the way to become an industry standard as a real estate investment financial vehicle not only in Europe but throughout the developed world. This book provides both academics and decision makers an introduction to the economics of REITs beyond tax transparency, an overview of the mature REITs markets, and a closer reflection of the development of different REIT-structures in Europe including the history, regulation and markets of each country.

Features

- Presents a pan-European perspective on origins of REITs, regulatory differences
- Countrywise analyses of different REIT regimes
- Economic analysis on REITs and view on specific REITs-structure in Europe
- Includes the perspective of EPRA and NAREIT
- Introduction to European REITs based on lessons learned in mature markets around the world

Fields of interest

Finance/Investment/Banking; Business Taxation/Tax Law; Financial Economics

Target groups

Research

Discount group

Professional Non-Medical

P. C. Murschetz, University of Salzburg, Austria (Ed)

State Aid for Newspapers

Theories, Cases, Actions

Ever since newspaper companies first turned to their governments for support in the 1950s, print media has been supported by state aid in many parts of the world. Today, the principles and practicalities of these subsidies have been called into question, endangering the secure funding of expensive high-quality press output. This book provides a comprehensive analysis of today’s global challenges in the print news media’s struggle for survival. It presents current practices concerning government subsidies to newspapers for political, economic, and socio-cultural purposes against the background of declining readership and revenues, increased inter-media competition, austerity budgets imposed on national economies and shifting audience tastes. Using the insights of theoretical debates in the fields of media economics, media governance, and modern management theory, the book analyses these issues by investigating the power of government subsidies to shape and control newspaper markets.

Features

- International thematic scope
- Highly timely subject
- Focus on both academic and practical issues

Contents


Fields of interest

Media Management; Public Finance & Economics; Industrial Organization

Target groups

Research

Discount group

Professional Non-Medical
Mathematical Economics

Basic Concepts and Patterns

This book explains the basic structure and patterns across mathematical concepts and results which is required to efficiently read and understand papers in economics that involve mathematics. It also illustrates the usefulness of understanding these patterns with the help of several applications which are detailed in the book. The reader is guided through the language of mathematics, basic mathematical concepts, structure to construction of a theoretical model, until the method to read, understand and analyze any research article.

Features

➤ Clear description of how any mathematical concept is constructed starting with an unstructured set
➤ Clarifies the common patterns across mathematical concepts and results
➤ Provides an intuitive explanation of the concepts and results most often used in microeconomics

Contents

. Where does it all start?. - What are the alphabets of mathematics?. - From unstructured sets to structured sets, via structuring tools. - What are the main structured sets used in economics?. - Order structure. - What does it take to define a line?. - From a function to a continuous function?. - Properties of functions and correspondences. - The language of lemmas, propositions, theorems, and corollaries. - Reading and questioning a result. - The brief, in brief.

Fields of interest

Game Theory/Mathematical Methods; Game Theory, Economics, Social and Behav. Sciences; Economic Theory

Target groups

Graduate

Discount group

Professional Non-Medical

Internal Brand Management in an International Context

C. Ravens

Employees with a sound knowledge of and strong commitments to a brand are likely to display behaviors that conform to a brand’s identity, so called brand citizenship behavior. Organizations have access to various internal branding instruments that support commitment structures but multinational corporations are challenged by a diverse workforce environment. The study analyzes the relevance of these instruments across a German, Chinese and North American sample. This research further analyzes the impact of an individual’s cultural values on brand commitment which is an antecedent to brand citizenship behavior.

Feature

➤ Publication in the field of economic science

Contents

Brand citizenship behavior – definitional foundation and conceptualization.- Brand commitment – A central determinant of brand citizenship behavior.- Brand commitment determinants.- Cultural values – value based operationalization of culture as measurement instruments for internal branding model.- Brand commitment in an international context.

Field of interest

Marketing

Target groups

Research

Discount group

Professional Non-Medical

The Run to the Pennant

D. W. Rockerbie, S. T. Easton

A Multiple Equilibria Approach to Professional Sports Leagues

A number of clubs in professional sports leagues exhibit winning streaks over a number of consecutive seasons that do not conform to the standard economic model of a professional sports league developed by El Hodiri and Quirk (1994) and Fort and Quirk (1995). These clubs appear to display what we term “unsustainable runs”, defined as a period of two to four seasons where the club acquires expensive talent and attempts to win a league championship despite not having the market size to sustain such a competitive position in the long run.

Features

➤ Explores the effects of revenues that are earned at the league level (television, apparel, naming rights, etc.) that are then shared by all of the member clubs
➤ Develops new models that can generate multiple equilibria and unsustainable runs
➤ Employs sound empirical work using time-series methods not commonly used in the economics of sports

Contents


Fields of interest

Economics general; Econometrics; Management/ Business for Professionals

Target groups

Research

Discount group

Professional Non-Medical
Advances in Advertising Research (Vol. IV)

The Changing Roles of Advertising

Advances in Advertising Research are published by the European Advertising Academy (EAA). This volume is a compilation of research presented at the 11th International Conference in Advertising (ICORIA) which was held in Stockholm (Sweden) in June 2012. The conference gathered 150 leading researchers from 22 countries under the conference theme “The changing roles of advertising.” The book provides international state-of-the-art research with 30 articles by renowned scholars from the worldwide ICORIA network.

Feature
- New articles in economic sciences

Contents

Field of interest
Marketing

Target groups
Research

Discount group
Professional Non-Medical

Due June 2013

2013. XII, 408 p. 42 illus. (European Advertising Academy) Hardcover
- $109.00

J. Schaffner, Hasso Plattner Institute for IT Systems Engineering, Potsdam, Germany

Multi Tenancy for Cloud-Based In-Memory Column Databases

Workload Management and Data Placement

With the proliferation of Software-as-a-Service (SaaS) offerings, it is becoming increasingly important for individual SaaS providers to operate their services at a low cost. This book investigates SaaS from the perspective of the provider and shows how operational costs can be reduced by using “multi tenancy,” a technique for consolidating a large number of customers onto a small number of servers.

Features
- A background chapter on column databases and multi tenancy summarizes the key concepts of these technologies in a compact manner
- A dedicated chapter on related work provides a detailed survey of the state of the art in workload management, data placement and multi tenant databases in general
- A validation of the algorithmic results is conducted using traces from a production data center running one of SAP’s on-demand applications, and the particularities of such realistic data are being discussed and generalized

Contents

Field of interest
Business Information Systems; Database Management; Algorithm Analysis and Problem Complexity

Target groups
Research

Discount group
Professional Non-Medical

Due July 2013

2014. CXLIV, 4 p. 37 illus., 30 in color. (In-Memory Data Management Research) Hardcover
- $129.00
ISBN 978-3-319-00496-9

G. Scherf, Berlin Deutschland

Financial Stability Policy in the Euro Zone

The Political Economy of National Banking Regulation in an Integrating Monetary Union

Due to the lack of political salience that financial stability policy enjoys in tranquil economic times, this policy field lends itself particularly well to capture – the more so the more important the role of banks is in the financial system. Gundbert Scherf’s research focuses on this nexus between integrated banking, supranational monetary policy and national banking regulation. He finds that national level differences in financial systems and related institutions explain and drive variation in regulatory financial stability policy across countries.

Feature
- Publication in the field of economic sciences

Contents

Field of interest
Economics general

Target groups
Research

Discount group
Professional Non-Medical

Due June 2013

2013. Approx. 290 p. Hardcover
- approx. $89.95
ISBN 978-3-658-00982-3
Multi-Stage Simultaneous Lot-Sizing and Scheduling
Planning of Flow Lines with Shifting Bottlenecks

Due to a varying product demand (changing product mix) and different production speeds, bottlenecks may shift between the stages. In that case, a simultaneous lot-sizing and scheduling of these stages is recommendable. Hence, an improved version of the General Lot-Sizing and Scheduling Problem for Multiple production Stages (GLSPMS) was developed. Moreover, several reformulation techniques were applied to this model to solve it exactly. Besides, a new meta-heuristic which combines the principles of Variable Neighborhood Decomposition Search (VNDS) and Exchange was implemented to find good solutions, even for a real-world problem case. Finally, further model extensions, e.g., for scarce setup resources, were proposed.

Features
- Develops new strategies to avoid past errors and proposes remedial actions to currently unsustainable tourism development pathways.
- Investigates the effect of unsustainable rapid development and its detrimental impacts.
- Examines the net social benefit of tourism development, to encapsulate economic, social and environmental benefits and costs, and asks whether benefits outweigh costs overall.

Contents
1. The Price of Branding: tourism and the elusive search for "culture" among Emiratis in Dubai, UAE.
2. State-society relations, economic change, and tourism in the GCC states.
3. Who are We? Tourism and National Identity in Jordan and Qatar.
4. Planning for and Management of Sustainable Tourism within Environmentally Sensitive Areas (ESAs) in Saudi Arabia.
7. National Tourism Organizations in the Gulf Cooperation Council (GCC).
8. Towards a Long-Term Tourism Paradigm for the Gulf

Fields of interest
- International Economics; Emerging Markets/Globalization; International Relations

Target groups
- Research

Discount group
- Professional Non-Medical
T. Tassier, Fordham University, New York, NY, USA

The Economics of Epidemiology

The book presents a basic introduction to epidemiology from the perspective of economics, using economic modeling to better understand and describe how infectious disease spreads. Three main elements are introduced: epidemiology, social network analysis, and the economics needed to model the behavior of individuals in the presence of infectious disease. The book aims to provide a starting point for discussion between medical professionals, social scientists and public health officials, the three groups interested in the spread of disease.

Features
► Introduces public health and medical professionals to the economic analysis and modeling of infectious disease ► Introduces economists to issues of epidemiology ► Provides an introduction of social network analysis into the study of infectious disease

Contents

Fields of interest
Health Economics; Epidemiology; Public Health

Target groups
Research

Discount group
Professional Non-Medical

Due June 2013

A. Thakur
Cross-Border Due Diligence
Cases and Guidance for Planning Business in Emerging Markets

This book is a practical guide to conducting due diligence for business in emerging markets. It explores the reasons and the right context for companies to operate in the emerging markets. It describes how frontiers matter and explains the challenges of managing across borders provides cases of companies who have built successful businesses in the emerging markets and lessons learnt.

Features
► Practical guide for conducting due diligence for planning business in emerging markets ► Discusses contexts in which companies should consider going into emerging markets ► Provides a useful checklist and several case studies

Fields of interest
Emerging Markets/Globalization; Organization/Planning; Business Strategy/Leadership

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Due July 2013
2013. Approx. 120 p. 6 illus. (SpringerBriefs in Business) Softcover ► approx. $69.95 ISBN 978-3-642-36891-2

B. Vagadia, Harrow, UK

Enterprise Governance
Driving Enterprise Performance Through Strategic Alignment

This book is written for business leaders and those that govern organisations. All high performing organisations excel in achieving 7 organisational outcomes: Accountability, Awareness, Adaptability, Agility, Alignment, Action and Achievement. The enterprise governance framework must deliver on these 7 As through penetrating and integrating three organisational governance layers to drive high performance. These include: corporate governance, strategic governance and operational governance.

Features
► Practitioner focused advice and illustration on how to integrate corporate, strategic and operational governance ► Practical actions for delivering strategic leadership from the Boardroom and the CEO’s office ► Use of illustrative case studies from a range of leading organisations

Key take away tips at the end of each chapter

Contents

Fields of interest
Business Strategy/Leadership; Management/Business for Professionals; Organization/Planning

Target groups
Professional/practitioner

Discount group
Professional Non-Medical

Due August 2013
Foundations of Digital Government
Leading and Managing in the Digital Era

Digital government consists in the purposeful use of information and communication technologies (ICT), in particular the internet, to transform the relationship between government and society in a positive manner. This book focuses on the current status, prospects and foundations of digital government. Integrating examples and cases from administrative practice, it covers all important aspects of digital government management. Learning outcomes include Understanding the implications of the internet for government and society; Gaining deeper insights into the concept and opportunities of digital democracy; Understanding the challenges of moving public services online.

Features
- Covers all important aspects of digital government management
- Provides theories and frameworks from academic literature to understand digital government
- Integrates examples and cases from administrative practice

Contents

Fields of interest
Business Information Systems; Public Administration; Computers and Society

Target groups
Upper undergraduate

Discount group
Professional Non-Medical

Innovation Through Cooperation
The Emergence of an Idea Economy

Many people have great ideas. Without the necessary skills and means most never get to realize them. If they could cooperate with competent firms and entrepreneurs together both could achieve much and this is increasingly happening. Mechanisms are being established making a division of labour between inventors and implementers a reality. This is changing the nature of innovation from an internal R&D, or purely entrepreneurial attempt, to a more cooperative innovation. An Idea Economy emerges, where anyone has the possibility to profit from their ideas, and everyone will benefit from more and better innovation. This book presents us the emergence and structure of the Idea Economy by extending the seminal concepts of Entrepreneurial Society and Open Innovation.

Features
- Detailed discussion of how cooperation in the innovation process works based on current state of research
- An analysis on the future of innovation that aims to prepare and help firms and inventors to adapt
- Presents an Idea Economy as an extension of the concepts of Entrepreneurial Society and Open Innovation

Contents

Fields of interest
Innovation/Technology Management; Entrepreneurship; Industrial Organization

Target groups
Research

Discount group
Professional Non-Medical

Goals, Control and Conflicts in Family Offices
A Conceptual and In-depth Qualitative Study

Family offices manage and coordinate a family’s combined wealth whilst preserving the family legacy and protecting family interests. The families behind these family offices control a significant percentage of the GDP of developed economies, with consequences for financial markets. At the same time, family offices act at the intersection of family and commerce, which makes this particular form of organization appealing to the field of strategic management. Despite its practical and academic relevance, the literature has hardly explored the concept of family offices. As a result, the primary objective of this book is to introduce the domain of family offices. By exploring goals, control and conflicts in the context of family offices, this book contributes to consider this family-influenced organization an essential constituent of management research and an ever more prominent actor in today’s global financial markets.

Feature
- Publication in the field of economic sciences

Contents
Typology of family offices.- Financial and non-financial goals of families.- Formal and informal control mechanisms.- Interdependencies between family business and family office.- Antecedents of conflict in family offices.- Consequences of conflict in family offices.

Field of interest
Business Strategy/Leadership

Target groups
Research

Discount group
Professional Non-Medical

Due August 2013
2013. Approx. 170 p. 32 illus. (Springer Texts in Business and Economics) Hardcover
➤ approx. $99.00
ISBN 978-3-642-38510-0

Due August 2013
2014. Approx. 230 p. 27 illus., 4 in color. (Management for Professionals) Hardcover
➤ approx. $89.99
ISBN 978-3-319-00094-7

Due June 2013
2013. XVII, 158 p. 4 illus. (Familienunternehmen und KMU) Softcover
➤ $79.99
ISBN 978-3-658-02490-1
A. Yüksel Mermod, Marmara University, Istanbul, Turkey; S. O. Idowu, London Metropolitan University, London, UK (Eds)

Corporate Social Responsibility in the Global Business World

This book provides an overview of the application of Corporate Social Responsibility in businesses and corporations around the world. Primarily based on real cases, it focuses on different approaches to CSR from a global perspective. It provides a critique of the "wrong" practices often employed even by multinational organizations, and highlights the resultant negative effects. On the other hand the book demonstrates good examples that can help multinationals or even entire countries to achieve both a better reputation and increased profitability. "CSR in the Global Business World" is a rich resource of illustrative cases, serving both as a basis for ongoing research as well as for teaching purposes at the business school level.

Features
► Provides a global version and discussion of the CSR concept
► Analyzes specific cases that are of interest to scholars and practitioners
► Explores and discusses different guises of the CSR notion in business and management schools
► Covers a wide array of business functions such as marketing, consumer behaviour, corporate governance, non-profit organizations and financial aspects

Contents

Fields of interest
Non-Profit Enterprises/Corporate Social Responsibility; Migration; Marketing

Target groups
Research

Discount group
Professional Non-Medical

Due June 2013

2013. XXIX, 382 p. 15 illus. Hardcover
► approx. $139.00
ISBN 978-3-642-37619-1