J.-P. Aubin, CNRS, Paris, France

**Time and Money**

*How Long and How Much Money is Needed to Regulate a Viable Economy*

This authored monograph presents an unconventional approach to an important topic in economic theory. The author is an expert in the field of viability theory and applies this theory to analyze how an economy should be dynamically endowed so that it is economically viable. Economic viability requires an assumption on the joint evolution of transactions, fluctuations of prices and units of numeraire goods: the sum of the "transactions values" and the "impact of price fluctuations" should be negative or equal to zero. The book presents a computation of the minimum endowment which restores economic viability and derives the dynamic laws that regulate both transactions and price fluctuations.

**Features**
- Presents an unconventional approach to an important topic in economics
- Includes a mathematically rigorous presentation of the material
- Written by a leading expert in the field

**Contents**

**Fields of interest**
Economic Theory; Calculus of Variations and Optimal Control; Optimization; Socio- and Economic Physics, Population and Evolutionary Models

**Target groups**
Research

**Product category**
Monograph

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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

**Target groups**
Research

**Product category**
Encyclopedia

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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

**Product category**
Contributed volume

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207
B. Berg, Trier, Germany

Retail Branding and Store Loyalty
Analysis in the Context of Reciprocity, Store Accessibility, and Retail Formats

Marketers and retailers have to understand how to manage different consumer perception levels of retail brands, which have a major determining role on store loyalty across different complex contexts. Addressing these issues, Bettina Berg analyzes first whether corporate reputation and retail store equity have a reciprocal relationship in determining store loyalty. Second, she evaluates whether retail brand equity or store accessibility provides a greater contribution to store loyalty across different local competitive situations. Third, she investigates whether perceptions of format specific core attributes differ in their impact on the brand building process in saturated and emerging markets.

Feature
► Publication in the field of economic science

Contents
Managing Retail Brands Across Different Consumer Perception Levels - Reciprocal Effects of the Corporate Reputation and Store Equity of Retailers - Managing retail brands in the light of different local competitive contexts - Importance of Retail Brand Equity and Store Accessibility for Store Loyalty in Local Competition - Managing Retail Brands Within Different Retail Formats in an International Context - A Comparison Study in Germany and Romania on the International Transfer and Perception of Retail Formats.

Field of interest
Marketing

Target groups
Research

Product category
Monograph

S. K. Bhowmik, Tata Institute of Social Sciences, Mumbai, India; D. Saha, Tata Institute of Social Sciences, Guwahati, India

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

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

Target groups
Research

Product category
Monograph

E. K. Burke, University of Stirling, Scotland, UK; G. Kendall, University of Nottingham, UK (Eds)

Search Methodologies
Introductory Tutorials in Optimization and Decision Support Techniques

The first edition of Search Methodologies: Introductory Tutorials in Optimization and Decision Support Techniques was originally put together to offer a basic introduction to the various search and optimization techniques that students might need to use during their research, and this new edition continues this tradition. Search Methodologies has been expanded and brought completely up to date, including new chapters covering scatter search, GRASP, and very large neighborhood search.

Features
► Brings field of heuristic optimization methods up to date ► Three new chapters cover scatter search, GRASP, and very large neighborhood search ► The editors, Edmund K. Burke and Graham Kendall, are respected names in the field

Contents

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

Target groups
Graduate

Product category
Graduate/Advanced undergraduate textbook
T.-M. Choi, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong (Ed)

**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

**Product category**

Handbook

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C. Demartini, University of Pavia, Italy

**Performance Management Systems**

Design, Diagnosis and Use

This book presents an analysis and a critical discussion on performance management systems. It seeks to advance the current state of knowledge in the subject by introducing a holistic performance management system - the loosely coupled performance management system. This new system presents a framework to leverage the systemic relationships among already established performance management mechanisms. The author contends that loosely coupled performance management systems fulfill two different objectives, namely - they assure control and foster innovation. Such a comprehensive approach to management control provides managers of economic organizations with an overarching architecture for the design, diagnosis and effective use of performance management systems.

**Fields of interest**

Organization/Planning: Innovation/Technology Management; Business Information Systems

**Target groups**

Research

**Product category**

Monograph

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S. Dennhardt

**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

**Product category**

Monograph

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Due June 2013


- * € (D) 139,09 | € (A) 142,99 | sFr 173,50
- € 129,99 | £117.00

Due August 2013

2014. Approx. 270 p. (Contributions to Management Science) Hardcover

- * € (D) 106,99 | € (A) 109,99 | sFr 133,50
- € 99,99 | £90.00
ISBN 978-3-642-36683-3

Due September 2013

2013. Approx. 160 p. Softcover

- approx. * € (D) 64,19 | € (A) 65,99 | sFr 80,00
- approx. € 59,99 | £53.99
J. Devos, H. v. Landeghem, D. Deschoolmeester, Ghent University, Belgium (Eds)

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.

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
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 background 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 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

Product category

Contributed volume

Strategy 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

Product category

Professional book

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 employment, 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

Product category

Monograph

Due August 2013

2014. Approx. 350 p. 90 illus. (Management for Professionals) Hardcover

- approx. € 85,55 | € (A) 87,95 | sFr 106,50
- approx. € 79,95 | £72.00

ISBN 978-3-642-34184-7

Due September 2013


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

ISBN 978-3-642-38150-8

Due July 2013

2014. Approx. 360 p. 70 illus. Hardcover

- approx. € 85,55 | € (A) 87,95 | sFr 106,50
- approx. € 79,95 | £72.00

ISBN 978-3-642-35160-0
K. Gebert

Performance Control in Buyer-Supplier-Relationships

The Design and Use of Formal Management Control Systems

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

Product category
Monograph

S. Grossbard

On the Economics of Marriage

A Theory of Marriage, Labor and Divorce

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

Product category
Monograph

S. H. Hallerstede, Nürnberg

Managing the Lifecycle of Open Innovation Platforms

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

Product category
Monograph
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

Product category
Monograph

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

Product category
Monograph

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

Product category
Contributed volume

Due August 2013

2014. Approx. 200 p. (The Political Economy of the Asia Pacific) Hardcover
➤ approx.  € (D) 106,95 | € (A) 109,95 | sFr 127,50
➤ approx.  € 99,95 | £86.50
ISBN 978-1-4614-7887-4

Due July 2013

2013. X, 240 p. 36 illus., 12 in color. (Contributions to Economics) Hardcover
➤ * € (D) 106,99 | € (A) 109,99 | sFr 133,50
➤ * € 99,99 | £90.00
ISBN 978-3-319-00493-8

Due August 2013

2013. Approx. 300 p. 68 illus. (Advances in Spatial Science) Hardcover
➤ approx.  € (D) 139,05 | € (A) 142,94 | sFr 173,00
➤ approx.  € 129,95 | £117.00
ISBN 978-3-642-37818-8

213
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

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

Target groups
Research

Product category
Monograph

Due July 2013
2014. XXI, 107 p. illus. in color. (SpringerBriefs in Economics, Volume 17) Softcover
► * € (D) 53,49 | € (A) 54,99 | sFr 67,00
► € 49,99 | £44.99
ISBN 978-1-4614-7942-0

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

Product category
Monograph

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

Product category
Monograph

Due June 2013
2013. Approx. 250 p. Hardcover
► approx. * € (D) 106,95 | € (A) 109,95 | sFr 133,50
► approx. € 99,95 | £90.00
ISBN 978-3-642-34524-1

Due August 2013
2013. Approx. 335 p. Softcover
► approx. * € (D) 74,89 | € (A) 76,99 | sFr 93,50
► approx. € 69,99 | £62.99
ISBN 978-3-658-02667-7
M. Marzo, University of Bologna, Italy
Dynamic Stochastic General Equilibrium Models: the Macro-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

Product category
Monograph

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
- Country-wise 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

Product category
Contributed volume

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 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

Product category
Contributed volume
B. Rai, Monash University Victoria, Clayton, Vic., Australia

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 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

Product category
Brief

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C. Ravens

Internal Brand Management in an International Context

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 – definition 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

Product category
Monograph

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D. W. Rockerbie, S. T. Easton

The Run to the Pennant

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

Product category
Monograph

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Due June 2013

2013. Approx. 125 p. 20 illus. (SpringerBriefs in Economics) Softcover
► approx. * € (D) 53,45 | € (A) 54,95 | sFr 66,50
► approx. € 49,95 | £44.99
ISBN 978-3-642-37023-6

Due June 2013

2013. Approx. 290 p. (Innovatives Markenmanagement) Softcover
► approx. * € (D) 59,95 | € (A) 61,63 | sFr 75,00
► approx. € 56.03 | £50.99
ISBN 978-3-658-00753-9

Due July 2013

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

Product category
Monograph

Due June 2013

2013. XII, 408 p. 42 illus. (European Advertising Academy) Hardcover
► * € (D) 85,59 | € (A) 87,99 | sFr 106,50
► € 79,99 | £72.00

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

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

Target groups
Research

Product category
Monograph

Due July 2013

2014. CXLIV, 4 p. 37 illus., 30 in color. (In-Memory Data Management Research) Hardcover
► * € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00
ISBN 978-3-319-00496-9

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

Product category
Monograph

Due June 2013

2013. Approx. 290 p. Hardcover
► approx. * € (D) 64,15 | € (A) 65,95 | sFr 80,00
► approx. € 59,95 | £53.99
ISBN 978-3-658-00982-3
Due May 2013

2013. XXVI, 182 p. 68 illus. (Produktion und Logistik) Softcover
► * € (D) 64,19 | € (A) 65,99 | sFr 80,00
► € 59,99 | £53.99
ISBN 978-3-658-02088-0

Due October 2013

2014. Approx. 300 p. Hardcover
► approx. * € (D) 106,95 | € (A) 109,95 | sFr 127,50
► approx. € 99,95 | £86.50
ISBN 978-1-4614-7452-4

Due July 2013

► * € (D) 106,99 | € (A) 109,99 | sFr 133,50
► € 99,99 | £90.00
ISBN 978-3-319-00538-6

F. Seeanner, Technical University Darmstadt, Germany

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.

Feature
► Publication in the field of economic sciences

Contents
Simultaneous Lot-Sizing and Scheduling for flowline production systems.- General Lot-Sizing and Scheduling Problem for Multiple production Stages.- Model reformulation & Heuristics.

Field of interest
Economics/Management Science, general

Target groups
Research

Product category
Monograph

A. Spiess, F. Al-Mubarak, Alfaisal University, Riyadh, Saudi Arabia; A. S. Weber, Weill Cornell Medical College in Qatar, Doha, State of Qatar (Eds)

Tourism Development in the GCC States
Reconciling Economic Growth, Conservation and Sustainable Development

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 environmental, socio-cultural and security 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

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

Target groups
Research

Product category
Contributed volume

S. Sreejesh, IFHE University, Hyderabad, India; S. Mohapatra, Xavier Institute of Management, Bhubaneswar, India; M. R. Anusree, University of Kerala, Trivandrum, India

Business Research Methods
An Applied Orientation

Since research is best learned by doing, this book emphasizes a hands-on, do-it-yourself approach. The readers have many opportunities to see how business researches affect and support management decision. The book used a case study approach for all the chapters with interactive videos. The book gave emphasis to quantitative data analysis using a software program, IBM SPSS 20.0. The data analysis chapters illustrate in detail each step in running the software programs.

Features
► Provides step by step guidelines for business research methods and data analysis using software programs. ► Offers a mix of both qualitative and quantitative research that readers can apply directly in real market scenarios. ► Each chapter ends with a case study that demonstrates the business research concept discussed.

Contents

Fields of interest
Business/Management Science, general; Statistics for Business/Economics/Mathematical Finance/Insurance; Business Information Systems

Target groups
Research

Product category
Monograph
**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

**Product category**
Brief

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**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

**Product category**
Brief

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**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 CEOs 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

**Product category**
Professional book
D. Veit, J. Huntgeburth, Universität Augsburg, Germany

**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

**Product category**
Graduate/Advanced undergraduate textbook

G. Weiers, African Development Bank, Carthage, Tunisia

**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

**Product category**
Professional book

S. Wessel, WHU Otto Beisheim School of Management, Vallendar, Germany

**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

**Product category**
Monograph
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

Product category

Contributed volume

Due June 2013

2013. XXIX, 382 p. 15 illus. Hardcover
► approx. *€ (D) 106,95 | € (A) 109,95 | sFr 133,50
► approx. € 99,95 | £90.00
ISBN 978-3-642-37619-1