Healthcare Management
Managed Care Organisations and Instruments

Within the international discussion on the structure of healthcare systems, managed care is an increasingly important topic. Over more than twenty years managed care approaches have fundamentally influenced healthcare systems in terms of patient orientation, efficiency, and quality. Experts assume that up to 20% of healthcare expenses can be saved by applying high-quality managed care approaches. By using suitable organisational forms and management principles, not only can costs be reduced, but the quality of medical service provision can be augmented. Managed care is therefore much more than a cost-cutting strategy. The goal of this book is to offer a systematic overview of the organisational forms and management instruments implemented in managed care.

Features
- Provides a comprehensive overview on managed care institutions and instruments and their key success factors
- Combines the theoretical background of healthcare management instruments with practical case studies from various organisation types
- Allows a broad audience (students of healthcare-related courses, providers, insurers or other interested stakeholders) to better understand managed care approaches

Contents
Basic Ideas of Managed Care. - Managed Care Organisations and Products. - Managed Care Instruments. - Evaluation of Managed Care.

Fields of interest
Health Care Management; Health Administration; Health Economics

Target groups
Graduate

Product category
Graduate/Advanced undergraduate textbook

Due October 2013
Original German edition published by Gabler Verlag, Wiesbaden, 2012
➤ approx. $109.00
ISBN 978-3-642-38711-1

Due August 2013
➤ $99.00
ISBN 978-3-319-01055-7

Due September 2013
2014. Approx. 280 p. 22 Illus. (Management for Professionals) Hardcover
➤ $129.00
ISBN 978-3-642-39133-0
In a world characterized by increasing complexity and volatility, managers must be able to flexibly adapt their strategies to changing environmental conditions. Traditional strategic management frameworks often fail in this context. Therefore, we present “scenario-based strategic planning” as a framework for strategic management in an uncertain world.

**Features**
- Description of a new and unique scenario approach
- Scenario planning case study, including best practices
- Analysis how this approach improves decision quality in companies and enables to implement flexible strategies

**Contents**
- Introduction by Burkhard Schwenker and Torsten Wulf: The challenges of strategic management in the twenty-first century.
- Scenario-based strategic planning: A new approach to coping with uncertainty.
- Six tools for scenario-based strategic planning and their application.
- Scenario-based strategic planning: Using scenario planning to identify opportunities in a multi-sector industry.
- The benefits of scenario-based planning: How scenario-based strategic planning affects the behavior of managers.
- The benefits of scenario-based planning: How scenario-based planning fosters flexible strategies.
- Conclusion: Good Management and Scenario Planning.

**Fields of interest**
- Business Strategy/Leadership; Economics/Management Science, general; Business/Management Science, general

**Target groups**
- Professional/practitioner

**Product category**
- Professional book

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**New Series**

**Roland Berger School of Strategy and Economics**

**Series Editors:** K. Vernau, K. Fuest, C. Krys

Roland Berger School of Strategy and Economics (RBSE) is the research, knowledge and training unit of Roland Berger Strategy Consultants. Its tasks include turning new academic, economic and social insights into recommendations for successful corporate strategies. The RBSE series presents business executives with the most important findings from the School’s work that spans the world of theory and practice.

**Features**
- Thoughts and clear recommendations from one of Germany’s most experienced and successful consultants
- Innovative approach to analyze leadership (via a new corporate lifecycle model)
- Insightful interviews with German top managers and entrepreneurs

**Contents**
- Preface.
- Dedication to an entrepreneur.
- Chapter 1: The challenges of good management.
- Chapter 2: The art of guiding a company through its lifecycle.
- Chapter 3: “How do you manage?”
- Interviews with entrepreneurs and business leaders.
- Chapter 4: The mark of good management.

**Fields of interest**
- Business Strategy/Leadership; Economics/Management Science, general; Business/Management Science, general

**Target groups**
- Professional/practitioner

**Product category**
- Professional book
Sustainable Entrepreneurship

Business Success through Sustainability

Features
- Academic and business leaders provide a comprehensive understanding on the concept of “Sustainable Entrepreneurship” and its relevance to latest management approaches
- Managerial and academic insights help to clearly understand the opportunities and challenges related to this evolving concept
- Best practices show how successful companies apply the concept of Sustainable Entrepreneurship in their strategic management as well as in their core business
- Provides a clear approach to the pure terminus of Sustainable Entrepreneurship through the link between Business and Society
- Provides a framework for business opinion leaders and professionals, as well as an orientation for academics and students

Contents

Fields of interest
Non-Profit Enterprises/Corporate Social Responsibility; Entrepreneurship; Environmental Management

Target groups
Professional/practitioner

Product category
Professional book

Due July 2013
2014. IV, 302 p. 41 illus., 38 in color. (CSR, Sustainability, Ethics & Governance) Hardcover
- $99.00
ISBN 978-3-642-38752-4

T. YUAN, Nankai University, Tianjin, PR.China

On China's Trade Surplus

China’s trade surplus is an essential question, but there are many popular misconceptions about it, a fact that prompted the creation of this book, On China's Trade Surplus. It will help readers to understand the manner in which China’s foreign trade and China’s role in global trade have developed, and how to benefit from trade with China. In this book, many hot topics are analyzed, such as: What promotes China’s trade surplus? Why doesn’t it have a trade deficit? What are the relations between trade frictions and China’s trade surplus, and how can trade frictions be reduced? What is the deeper meaning of the U.S. trade deficit with China?

Features
- Corrects popular misconceptions about China’s trade surplus
- Examines the relation between RMB’s exchange rate and China’s trade surplus
- Investigates the apprehensions of the U.S. concerning its trade deficit with China
- Discusses how China could potentially reduce trade frictions
- Poses the question: trade surplus or trade deficit, which would be worse for China

Contents

Field of interest
Trade

Target groups
Research

Product category
Brief

Due July 2013
2014. IX, 96 p. 16 illus. (SpringerBriefs in Business) Softcover
- $49.99
ISBN 978-3-642-38924-5