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Title Selection - MANAGEMENT SCIENCE - ECONOMICS
three final chapters will use the classic problem of "vehicle routing" and the hot topics of "ad-hoc mobile networks" and "DNA genome sequencing" to clearly illustrate and demonstrate the power and utility of these algorithms.

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2011, XIV, 316 p. 60 illus. (New Economic Windows, )
978-88-470-1765-8 ► 99,95 €

E. Alba, B. Dorronsoro

Cellular Genetic Algorithms

CELLULAR GENETIC ALGORITHMS defines a new class of optimization algorithms based on the concepts of structured populations and Genetic Algorithms (GAs). The authors explain and demonstrate the validity of these cellular genetic algorithms throughout the book. This class of genetic algorithms is shown to produce impressive results on a whole range of domains, including complex problems that are epistatic, multi-modal, deceptive, discrete, continuous, multi-objective, and random in nature. The focus of this book is twofold. On the one hand, the authors present new algorithmic models and extensions to the basic class of Cellular GAs in order to tackle complex problems more efficiently. On the other hand, practical real world tasks are successfully faced by applying Cellular GA methodologies to produce workable solutions of real-world applications. These methods can include local search (memetic algorithms), cooperation, parallelism, multi-objective, estimations of distributions, and self-adaptive ideas to extend their applicability. The methods are benchmarked against well-known metaheuristics like Genetic Algorithms, Tabu Search, heterogeneous GAs, Estimation of Distribution Algorithms, etc. Also, a publicly available software tool is offered to reduce the learning curve in applying these techniques. The

F. Abergel, B.K. Chakrabarti, A. Chakraborti, M. Mitra

Econophysics of Order-driven Markets

The primary goal of the book is to present the ideas and research findings of active researchers from various communities (physicists, economists, mathematicians, financial engineers) working in the field of "Econophysics", who have undertaken the task of modelling and analyzing order-driven markets. Of primary interest in these studies are the mechanisms leading to the statistical regularities ("stylized facts") of price statistics. Results pertaining to other important issues such as market impact, the profitability of trading strategies, or mathematical models for microstructure effects, are also presented. Several leading researchers in these fields report on their recent work and also review the contemporary literature. Some historical perspectives, comments and debates on recent issues in Econophysics research are also included.

More on www.springer.com/978-88-470-1765-8
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2011, XIV, 316 p. 60 illus. (New Economic Windows, )
978-88-470-1765-8 ► 99,95 €

A.A. Assad, S.I. Gass

Profiles in Operations Research Pioneers and Innovators

Profiles in Operations Research: Pioneers and Innovators recounts the development of the field of Operations Research (OR), the science of decision making. The book traces the development of OR from its military origins to a mature discipline that is recognized worldwide for its contributions to managerial planning and complex global operations. Over the past six decades, OR analyses have impacted our daily lives: when making an airline or hotel reservation, waiting in line at a bank, getting the correctly blended fuel at the gas station, and ensuring that the book you are holding arrived at its destination on time. OR originated in the late 1930s when British scientists from various disciplines joined Royal Air Force officers to determine the most effective way to employ new radar technology for intercepting enemy aircraft. During World War II, similar applied research groups were formed to study, test, and evaluate military operations on both sides of the Atlantic. Their work resulted in great improvements—OR helped the Allies win the war. The scientific field that emerged from these studies was called operational research in the U.K. and operations research in the U.S. Today, OR provides a broad and powerful science to aid decision making. Profiles describes the lives and contributions of 43 OR pioneers and innovators and relates how these individuals, with varying backgrounds and diverse interests, were drawn to the nascent field of OR. The profiles also describe how OR techniques and applications expanded considerably beyond the military context to find new domains in business and industry. In addition to their scientific contributions, these profiles capture the life stories of the individuals—interwoven with personal tales, vivid vignettes, family backgrounds, and views of the mission and future of OR. Collectively, the profiles recount the fascinating story of the growth and development of a field enriched by the convergence of different disciplines. The Editors: Arjang A. Assad is Dean of the School of Management, University at Buffalo, State University of New York. Saul I. Gass is Professor Emeritus, Department of Decision, Operations & Information Technologies, Smith School of Business, University of Maryland, College Park.

Due March 2011
978-1-4419-6280-5 ► 79,95 €

D.B. Audretsch, P.J. Welfens

The New Economy and Economic Growth in Europe and the US

The New Economy in Europe and the US poses many unexplored issues. The authors present innovative theoretical and empirical analysis on Internet dynamics, productivity growth and organizational changes in selected OECD countries. New empirical findings related to telecommunications, Internet and
The increasing power of computer technologies, the evolution of software engineering and the advent of Intelligent Transport Systems (ITS) worldwide has helped make traffic simulation one of the most used approaches for traffic analysis in support of the design and evaluation of traffic systems. The ability of traffic simulation software to emulate the time variability of traffic phenomena makes it a uniquely useful tool for capturing the complexity of traffic systems. While a wide variety of simulation software is available, no one book has presented a unified treatment of the subject. Fundamentals of Traffic Simulation is the first book to provide practitioners and researchers with a comprehensive treatment of the state of the art of traffic simulation. Leading researchers worldwide provide up-to-date information on: - Simulation as a well established and grounded OR technique and its specificities when applied to traffic systems. - The main approaches to traffic simulation and the principles of traffic simulation model building. - The fundamentals of traffic flow theory and its application to traffic simulation in Microscopic traffic modeling, Mesoscopic traffic modeling, and Macroscopic traffic modeling. - The principles of Dynamic Traffic Assignment and its application to traffic simulation. - The calibration and validation of traffic simulation models. This important work will appeal to professionals, including transport consultants, managers in design firms and government, and even simulation software developers. It will also provide researchers with the first comprehensive overview of the subject, and can serve as a text or recommended reading in courses on traffic simulation and transportation analysis.


Available
Lean Time Management

Die ultimative Zeitrettung für Gipfelstürmer, Dauertreiber und andere Ruhelose


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Available

2011. XV, 259 S. 8 Abb.
978-3-642-14731-9 ▶ 23,32 €

Handbook of Terminal Planning

Container Terminals (CT) operate as central nodes in worldwide hub-and-spoke networks and link ocean-going vessels with smaller feeder vessels as well as with inbound and outbound hinterland transport systems using road, rail, or inland waterways. The volume of transcontinental container flows has gained appreciably over the last five decades -- throughput figures of CT reached new records, frequently with double-digit annual growth rates. Stressed by throughput requirements and stronger competition between terminals settled in the same region or serving a similar hinterland, respectively, cost efficiency and throughput capabilities become more and more important. Nowadays, both terminal capacity and costs have to be regarded as key indicators for CT competitiveness. In respect of this steady growth, this handbook focuses on planning activities being aimed at “order of magnitude improvements” in terminal performance and economic viability. On the one hand the book is intended to provide readership with technological and organizational CT basics for strategic planning. On the other hand this book offers methodical assistance for fundamental dimensioning of CT in terms of ‘technique’, ‘organization’ or ‘man’. The former primarily considers comprehensive information about container handling technologies representing the state of the art for present terminal operations, while the latter refers to methodological support comprising in particular quantitative solutions and modeling techniques for strategic terminal decisions as well as straightforward design guidelines. The handbook includes an introductory contribution which gives an overview of strategic planning problems at CT and introduces the contributions of the volume with regard to their relationship in this field. Moreover, each paper contains a section or paragraph that describes the impact of findings investigated by the author(s) for problem-solving in long-term planning of CT (as an application domain). The handbook intends to provide solutions and insights that are valuable for both practitioners in industry who need effective planning approaches to overcome problems and weaknesses in terminal design/development and researchers who would like to inform themselves about the state of the art in methodology of strategic terminal planning or be inspired by new ideas. That is to say, the handbook is addressed to terminal planners in practice as well as to students of maritime courses of study and (application oriented) researchers in the maritime field.

More on www.springer.com/978-1-4419-8407-4

Available

2011. XXI, 433 p. 159 illus. (Operations Research/Computer Science Interfaces Series, 49)
978-1-4419-8407-4 ▶ 139,95 €

Innovation and Regional Growth in the European Union

This book investigates the EU’s regional growth dynamics and, in particular, the reasons why peripheral and socio-economically disadvantaged areas have persistently failed to catch up with the rest of the Union. It shows that the capability of the knowledge-based growth model to deliver its expected benefits to these areas crucially depends on tackling a...
specific set of socio-institutional factors which prevents innovation from being effectively translated into economic growth. The book takes an eclectic approach to the territorial genesis of innovation and regional growth by combining different theoretical strands into one model of empirical analysis covering the whole EU-25. An in-depth comparative analysis with the United States is also included, providing significant insights into the distinctive features of the European process of innovation and its territorial determinants. The evidence produced in the book is extensively applied to the analysis of EU development policies.

More on www.springer.com/978-3-642-13747-1

Due April 2011

2011. 250 p. 26 illus. (Advances in Spatial Science, 0)
978-3-642-13747-1 ► 99,95 €

K. Dadkhah

Foundations of Mathematical and Computational Economics

This is a book on the basics of mathematics and computation and their uses in economics for modern day students and practitioners. The reader is introduced to the basics of numerical analysis as well as the use of computer programs such as Matlab and Excel in carrying out involved computations. Sections are devoted to the use of Maple in mathematical analysis. Examples drawn from recent contributions to economic theory and econometrics as well as a variety of end of chapter exercises help to illustrate and apply the presented concepts.

More on www.springer.com/978-3-642-13747-1

Available

978-3-642-13747-1 ► 139,95 €

R. Dana, C. Van, T. Mitra, K. Nishimura

Handbook on Optimal Growth 1

Discrete Time

The problem of efficient or optimal allocation of resources is a fundamental concern of economic analysis. The theory of optimal economic growth can be viewed as an aspect of this central theme, which emphasizes in general the issues arising in the allocation of resources over an infinite time horizon, and in particular the consumption-investment decision process in models in which there is no natural “terminal date”. This broad scope of “optimal growth theory” is one which has evolved over time, as economists have discovered new interpretations of its central results, as well as new applications of its basic methods. The Handbook on Optimal Growth provides surveys of significant results of the theory of optimal growth, as well as the techniques of dynamic optimization theory on which they are based. Armed with the results and methods of this theory, a researcher will be in an advantageous position to apply these versatile methods of analysis to new issues in the area of dynamic economics.

More on www.springer.com/978-3-642-06886-7

Available

2006. XX, 477 p. 5 illus.
978-3-642-06886-7 ► 179,95 €

M. Del Giudice, M.R. Peruta, E.G. Carayannis

Knowledge and the Family Business

The Governance and Management of Family Firms in the New Knowledge Economy

Family businesses—the predominant form of business organization around the world—can make numerous, critical contributions to the economy and family well-being in both financial and qualitative terms. But dysfunctional family businesses can be difficult to manage, painful experiences at best, and they can destroy family wealth and personal relationships. This book explores the dynamics of family business management, in the context of constantly changing market conditions and the role that knowledge management plays in strategic planning and adaptation. Integrating the literature from family business, entrepreneurship, industrial psychology, and knowledge management, and with illustrative examples from a variety of enterprises, the authors address such topics as: • How family businesses can compete in the new knowledge economy • How to manage a family business when knowledge is its main asset • How to transfer knowledge (and how to keep it alive) through family generations

Within this framework, the authors argue that effective resource management—especially intangible resources—is central to enabling a family-run organization to maintain a sustainable competitive advantage over time. They note that families often develop systemic, intuitive, or tacit knowledge that transcends rational decision making and needs to be recognized and nurtured as a distinctive asset. The authors demonstrate that trans-generational value is achieved when the family firm innovates and adapts itself to changing external and internal conditions. This kind of entrepreneurial performance requires dynamic capabilities and processes designed to acquire, exchange, combine and even shed knowledge and practices; and, in turn, dynamic capabilities result from mechanisms of knowledge sharing, collective learning, experience accumulation, and transfer.

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J. Demski

Managerial Uses of Accounting Information

Managerial Uses of Accounting Information, Second Edition, emphasizes economic fundamentals in the study of product costing, decision making, and evaluation in organizations, using the accounting system as a "library" of financial information at the manager's disposal. Chapter One contains an introduction and overview. Chapters Two through Seven discuss product costing. Chapters Eight through Twelve deal with managerial decision making, with an emphasis on a "what it might cost?" theme. Chapters Thirteen through Eighteen discuss managerial performance evaluation, with an emphasis on a "did it cost too much?" theme; and Chapter Nineteen concludes and provides a synthesis. This edition may be used as an undergraduate or graduate textbook and as a professional reference. The solutions manual is
The China Tax Guide

This guide is a practical overview for the international businessman to understand the rules, regulations and management issues regarding taxes in China. It is written very much from practical experience. We will help you to understand the implications of what can initially appear to be a complicated and contradictory subject. This book tells you the basics of what you need to know, and point you at the structures you should use to enable your China business to be both in compliance and as tax efficient as possible.

More on www.springer.com/978-3-642-14915-3
Due April 2011
2011. IV, 66 p. (China Briefing, )
978-3-642-14915-3  ► 34,95 €

Intellectual Property Rights in China

This Guide is a detailed overview of all aspects of IPR and protection in China. Produced in association with AWS, the Austrian Federal Bank’s specialist IPR unit based in Shanghai, this is an essential work for any businessman trading with or conducting business in China. From covering protocol for dealing with Trade Fairs, to the application processes for trademarks, patents, copyright and licensing, as well as dealing with infringements and enforcement, this guide is a practical reference for any businessman concerned with their IPR in China.

More on www.springer.com/978-3-642-15407-2
Due April 2011
2011. IV, 56 p. (China Briefing, )
978-3-642-15407-2  ► 34,95 €

Mergers & Acquisitions in China

This guide takes a detailed look at all aspects of purchasing part or all of a business in China. Written specifically for businesses to understand all the nuances of China M&A, it details the complete regulatory processes involved as well as the differences that arise when handling M&A between private Chinese companies, Chinese State-Owned Enterprises, and Chinese Listed Corporations. It also deals with the acquisition of bankrupt assets and auction procedures. China Briefing’s guides are leaders in their field, provide practical and pragmatic legal and tax information for foreign investors in the PRC and are of specific interest to all businessmen, lawyers, accountants, advisors and academics working in this field.

More on www.springer.com/978-3-642-14918-4
Due April 2011
2011. IV, 106 p. (China Briefing, )
978-3-642-14918-4  ► 39,95 €

Setting Up Wholly Foreign Owned Enterprises in China

Do you want to manufacture or trade in China? If you are looking at investing in a China manufacturing or service operation in China, then this book is for you. This Guide is a practical overview for the international businessman to understand the rules, regulations and management issues regarding establishing wholly foreign owned enterprises in China. We will help you to understand the implications of what can initially appear to be a complicated and contradictory subject. This book tells you the basics of what you need to know, and point you at the structures you should use as well as some of the pitfalls. This book is the second in our new series of books on doing business in China, which will progressively cover such topics as setting up joint ventures, tax, IP and many other vital issues for foreign investors in this exciting market.

More on www.springer.com/978-3-642-15539-0
Due April 2011
2011. IV, 104 p. (China Briefing, )
978-3-642-15539-0  ► 39,95 €

Setting Up Joint Ventures in China

This brand new guide book is a comprehensive overview of establishing joint ventures in China. It details all applicable decision making processes such as assessing your potential partner, choosing the relevant JV structure, conducting legal and financial due diligence. The guide contains complete JV contract and articles of association as well as an overview of JV law, details negotiation issues, land use rights, IP Protection and technology transfer, in addition to tips on staff hiring and HR. It also describes the tax and audit responsibilities in addition to buying out a JV partner and liquidations. It is a concise, detailed yet pragmatic
guide of use to anyone considering or owning a JV in China.
More on www.springer.com/978-3-642-16039-4
Due April 2011
2011. IV, 122 p. (China Briefing, )
978-3-642-16039-4 ➤ 39,95 €

Setting Up Representative Offices in China

Do you want to do business in China? If you are already in this vast country and want to know more, or if you have never tried your hand at this fascinating market, then this book is for you. This Guide is a practical overview for the international businessman to understand the rules, regulations and management issues regarding establishing Representative Offices in China. We will help you to understand the implications of what can initially appear be a complicated and contradictory subject. This book tells you the basics of what you need to know, and point you at the structures you should use as well as some of the pitfalls. This book is the first in a new series of books on doing business in China, which will progressively cover such topics as setting up wholly foreign-owned enterprises, setting up joint ventures, tax, and many other vital issues for foreign investors in this exciting market.
More on www.springer.com/978-3-642-16070-7
Due April 2011
2011. IV, 51 p. (China Briefing, )
978-3-642-16070-7 ➤ 34,95 €

Transfer Pricing in China

This Guide is a detailed overview of all aspects of transfer pricing in China. Produced in association with Transfer Pricing Associates, a specialist global transfer pricing firm, this is an essential work for any businessman trading with or conducting business in China. The book deals with all aspects of transfer pricing from a practical perspective, from designing and implementing a transfer pricing system, to managing China compliance and preparing for an audit. This book tells you the basics of what you need to know, and point you at the structures you should use as well as some of the pitfalls. This book is the first in a new series of books on doing business in China, which will progressively cover such topics as setting up wholly foreign-owned enterprises, setting up joint ventures, tax, and many other vital issues for foreign investors in this exciting market.
More on www.springer.com/978-3-642-16079-0
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2011. IV, 94 p. (China Briefing, )
978-3-642-16079-0 ➤ 34,95 €

Human Resources in China

Due to the rapidly changing nature of the labor market and the laws that govern it in China, it can be very difficult for foreign investors and managers to understand how to manage human resources on the mainland. Specifically designed to cover the most important issues relating to managing a Chinese workforce, this guide details the HR issues that both local managers in China and investors looking to establish a presence on the mainland should know. China Briefing’s guides are leaders in their field, providing practical and pragmatic legal and tax information to foreign investors in the People’s Republic of China. They will interest all business people, lawyers, accountants and academics working in the field.
More on www.springer.com/978-3-642-18208-2
Due April 2011
2011. IV, 130 p. 5 illus. in color. (China Briefing, )
978-3-642-18208-2 ➤ 39,95 €

Organizational Systems

Managing Complexity with the Viable System Model

This book clarifies the application of cybernetic ideas, particularly those of Beer’s Viable System Model, to organizational diagnosis and design. Readers learn to appreciate the relevance of seeing the systemic coherence of the world. The book argues that many of the problems we experience today are rooted in our practice of fragmenting that that needs to be connected as a whole. It offers a method to study and design organizations and a methodology to deal with implementation problems. It is the outcome of many years of working experience with government offices as well as with all kinds of public and private enterprises. At a more detailed level this book offers an in depth discussion of variety engineering that is not available either in the primary or secondary literature.
More on www.springer.com/978-3-642-19108-4
Available
2011. 300 p. 150 illus.
978-3-642-19108-4 ➤ 99,95 €
Balancing Intrinsic and Extrinsic Incentives

Motivated people are crucial to create a sustainable competitive advantage for your company. Successful Management by Motivation shows that in a knowledge-based society, this goal cannot be achieved by extrinsic motivation alone. Pay for performance often even hurts because it crowds out intrinsic motivation like work morale. To succeed, companies have to find ways of fostering and sustaining intrinsic motivation. With the help of in-depth case studies, representative surveys, and analyses based on a large number of firms and employees, this joint work of business researchers and economists identifies the various aspects of motivation in companies and shows how the right combination of intrinsic and extrinsic motivation can be achieved.

More on www.springer.com/978-3-642-07623-7
Available
2002, XVI, 299 p. 24 illus. (Organization and Management Innovation,)
978-3-642-07623-7 ► 69,95 €

More on [www.springer.com/978-3-642-17826-9](http://www.springer.com/978-3-642-17826-9)

**O. Grün**

### Taming Giant Projects

**Management of Multi-Organization Enterprises**

Giant Projects often end in giant failures. From the ancient tower of Babel to the recent Transrapid train, giant projects stumble from crisis to crisis. Based on an analysis of the technical, time, and financial goals from case studies (Olympic Games, university hospitals, and a huge wind energy converter), four success factors in managing giant projects are identified: Formulation and change of goals, basic configuration, socio-political environment, and management structure and capacity. The book focuses on the crucial role of the project owner and the relations among the four success factors. It offers recommendations and guidance on successfully completing giant projects to owners, project managers and contractors.

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**R. Grünig, R. Kühn**

### Process-based Strategic Planning

A company’s strategies define its future direction, specifying not only target market positions for many years to come, but also the key competitive advantages both at the level of market offers and of resources. Developing future strategies is an important and complex task, which is the core issue in this book. After a short introduction to strategic planning, a heuristic process for determining future strategies is presented. This process is divided into eight steps, and for each of these steps, detailed recommendations for problem-solving are provided and illustrated through many concrete examples. The new edition is improved.

More on [www.springer.com/978-3-642-16714-0](http://www.springer.com/978-3-642-16714-0)

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### Wirtschaftsinformatik

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More on [www.springer.com/978-3-642-15425-6](http://www.springer.com/978-3-642-15425-6)

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**A. Hars**

### From Publishing to Knowledge Networks

**Reinventing Online Knowledge Infrastructures**

Today’s publishing infrastructure is rapidly changing. As electronic journals, digital libraries, collaboratories, logic servers, and other knowledge infrastructures emerge on the Internet, the key aspects of this transformation need to be identified. Knowledge is becoming increasingly dynamic and integrated. Instead of writing self-contained articles, authors are turning to the new practice of embedding their findings into dynamic networks of knowledge. The author details the implications of this transformation on the creation, dissemination and organization of scientific knowledge. He shows that several established publishing principles need to be given up during this transformation. The text provides valuable insights for knowledge managers, designers of Internet-based knowledge infrastructures, and professionals in the publishing industry. Researchers will find the scenar-
Wege aus der Working Capital-Falle

Steigerung der Innenfinanzierungskraft durch modernes Supply Management


More on www.springer.com/978-3-642-16413-2

Available

2011. X, 104 S. (Advanced Purchasing & SCM, 1)
978-3-642-16413-2 | 37,34 €

Supply Chain Finance Solutions

Relevance - Propositions - Market Value

The book "Supply Chain Finance Solutions" offers orientation in the new discipline of Supply Chain Finance (SCF) by investigating the need for and nature of SCF, along with its characteristics and enablers. Due to the novelty of the Supply Chain Finance approach, there are still many knowledge gaps. This lack of research leads to uncertainties about the successful implementation of SCF solutions within companies as there is little quantified evidence on the achievable cost savings and other potential benefits. The authors close this gap by providing the latest information on business concepts and the SCF market. Based on a sample SCF model, the worldwide market size for such solutions and potential cost savings to companies engaged in SCF are analyzed. The work underlines the generally agreed-upon attractiveness and future relevance of SCF solutions by creating win-win situations for all actors in the end-to-end supply chain as well as for external service providers.

More on www.springer.com/978-3-642-17565-7

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Grundlagen der Unternehmensführung

Einführung für Bachelorstudierende


More on www.springer.com/978-3-642-17784-2

Available

2011. XVIII, 508 S. 135 Abb. (Springer-Lehrbuch, )
978-3-642-17784-2 | 27,99 €

Metaheuristics: Progress as Real Problem Solvers

Metaheuristics: Progress as Real Problem Solvers is a peer-reviewed volume of eighteen current, cutting-edge papers by leading researchers in the field. Included are invited papers by F. Glover and G. Kochenberger, which discusses the concept of Metaheuristic agent processes, and a tutorial paper by M.G.C. Resende and C. C. Ribeiro discussing GRASP with path-relinking. Other papers discuss problem-solving approaches to timetabling, automated planograms, elevators, space allocation, shift design, cutting stock, flexible shop scheduling, colorectal cancer and cartography. A final group of methodology papers clarify various aspects of Metaheuristics from the computational view point.


Available

978-1-4419-3790-2 | 110,95 €

Theory and Practice of Corporate Social Responsibility

Modern businesses and organizations understand that corporate social responsibility (CSR) has become an important factor for sustainable success. At the same time CSR has established itself as a widely accepted element of courses in managerial training and education. This book, designed to support CSR teaching, collects 14 essays that clearly illustrate and explain the benefits and challenges of socially responsible corporate policies. Aligning theory and practice, the
book focuses on four central themes: management, environment and sustainability, corporate social responsibility, and accounting and financial reporting. Business students and experienced managers alike will find this book a valuable resource that helps them to discover the strong forces that link successful management with corporate social responsibility.

More on www.springer.com/978-3-642-16460-6

Available

Due April 2011
978-3-642-16460-6 ► 59,95 €

P. Jailet, M.R. Wagner

Online Optimization

The objective of ONLINE OPTIMIZATION is to provide a systematic survey of the methodology. From the methodological survey, the book then covers a variety of applications of online optimization methods in the domain of Operations Research and Management Science. These applications include a range of problem types, which include the multiple scheduling complex transportation systems, optimizing financial decision problems in ‘real time’, and complex production problems of all sorts (e.g., whether costs should be reduced or profits should be maximized or scarce resources should be used wisely, etc.). With online optimization the issue of incomplete data is an essential aspect of the scientific challenge. Hence, how well online algorithms can perform and how one can guarantee solution quality—even without knowing all data in advance—are the primary challenges of the online optimization methodology.


Due April 2011
978-0-387-71771-5 ► approx. 73,15 €

R.T. Jewell

Violence and Aggression in Sporting Contests

Economics, History and Policy

The optimum level of violent or aggressive play in sporting contests is an empirical issue and this book contains chapters on violence and aggression in sports, concentrating on the reasons for the existence and persistence of such behavior. Following a chapter devoted to the history of violence and aggression in sports, subsequent chapters are designed to cover the breadth of international professional sports including American football, soccer, ice hockey, basketball, baseball, auto racing, and fighting sports. Each chapter will contain econometric analysis of violence and aggressive play in a given sport. The individual chapters will examine whether or not a given sports league or governing body should intervene to reduce violence, and where intervention is warranted, extent of appropriate interventions is evaluated.


Due May 2011
2011. 275 p. (Sports Economics, Management and Policy, 4)
978-1-4419-6629-2 ► approx. 104,95 €

R.E. Just, J.M. Alston, D. Zilberman

Regulating Agricultural Biotechnology

Economics and Policy

This book presents the first thorough economic analysis of current agricultural biotechnology regulation. The contributors, most of whom are agricultural economists working either in universities or NGOs, address issues such as commercial pesticides, the costs of approving new products, liability, benefits, consumer acceptance, regulation and its impacts, transgenic crops, social welfare implications, and biosafety. Richard E. Just is Distinguished University Professor and former Chair, Department of Agricultural and Resource Economics, University of Maryland at College Park. Julian M. Alston is Professor, Department of Agricultural and Resource Economics, University of California at Davis. David Zilberman is Chair, Department of Agricultural and Resource Economics, University of California at Berkeley.

More on www.springer.com/978-1-4419-3613-4

Due April 2011
978-1-4419-3613-4 ► 73,95 €

A.D. Janvry, R. Kanbur

Poverty, Inequality and Development

Essays in Honor of Erik Thorbecke

Traditionally, there have been two strands in the analysis of poverty, inequality and development—a micro strand that focuses on individual behavior, welfare economics and the measurement of inequality and poverty; and a macro strand that analyzes economy-wide policies and the role of institutions. This unique volume brings together both strands in a series of essays written by leading experts in the field of economic development. Topics include measurement issues, micro-behavior determinants of poverty outcomes, economy-wide models in the SAM-CGE tradition and the institutional framework underlying macro policies. Alain de Janvry teaches agricultural and resource economics at the University of California, Berkeley. Ravi Kanbur teaches applied economics at Cornell University.


Available

2006. XIV, 386 p. 19 illus. (Economic Studies in Inequality, Social Exclusion and Well-Being, 1)
978-1-4419-5445-9 ► 132,95 €
Planning Production and Inventories in the Extended Enterprise

A State of the Art Handbook, Volume 1

In two volumes, Planning Production and Inventories in the Extended Enterprise: A State of the Art Handbook examines production planning across the extended enterprise against a backdrop of important gaps between theory and practice. The early chapters describe the multifaceted nature of production planning problems and reveal many of the core complexities. The middle chapters describe recent research on theoretical techniques to manage these complexities. Accounts of production planning system currently in use in various industries are included in the later chapters. Throughout the two volumes there are suggestions on promising directions for future work focused on closing the gaps. Included in Volume 1 are papers on the Historical Foundations of Manufacturing Planning and Control; Advanced Planning and Scheduling Systems; Sustainable Product Development and Manufacturing; Uncertainty and Production Planning; Demand Forecasting; Production Capacity; Data in Production and Supply Chain Planning; Financial Uncertainty in SC Models; Field Based Research in Production Control; Collaborative SCM; Sequencing and Coordination in Outsourcing and Subcontracting Operations; Inventory Management; Pricing, Variety and Inventory Decisions for Substitutable Items; Perishable and Aging Inventories; Optimization Models of Production Planning Problems; Aggregate Modeling of Manufacturing Systems; Robust Stability Analysis of Decentralized Supply Chains; Simulation in Production Planning; and Simulation-Optimization in Support of Tactical and Strategic Enterprise Decisions. Included in Volume 2 are papers on Workload and Lead-Time Considerations under Uncertainty; Production Planning and Scheduling; Production Planning Effects on Dynamic Behavior of A Simple Supply Chain; Supply and Demand in Assemble-to-Order Supply Chains; Quantitative Risk Assessment in Supply Chains; A Practical Multi-Echelon Inventory Model with Semiconductor Application; Supplier Managed Inventory for Custom Items with Long Lead Times; Decentralized Supply Chain Formation; A Cooperative Game Approach to Procurement Network Formation; Flexible SC Contracts with Options; Build-to-Order Meets Global Sourcing for the Auto Industry; Practical Modeling in Automotive Production; Discrete Event Simulation Models; Diagnosing and Tuning a Statistical Forecasting System; Enterprise-Wide SC Planning in Semiconductor and Package Operations; Production Planning in Plastics; SC Execution Using Predictive Control; Production Scheduling in The Pharmaceutical Industry; Computerized Scheduling for Continuous Casting in Steelmaking; and Multi-Model Production Planning and Scheduling in an Industrial Environment.

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Planning Production and Inventories in the Extended Enterprise

A State-of-the-Art Handbook, Volume 2

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Due March 2011

978-1-4419-8190-5 ► 169,95 €

K.G. Kempf, P. Keskinocak, R. Uzsoy

Wireless Network Design

Optimization Models and Solution Procedures

This book surveys state-of-the-art optimization modeling for design, analysis, and management of wireless networks, such as cellular and wireless local area networks (LANs), and the services they deliver. The past two decades have seen a tremendous growth in the deployment and use of wireless networks. The current-generation wireless systems can provide mobile users with high-speed data services at rates substantially higher than those of the previous generation. As a result, the demand for mobile information services with high reliability, fast response times, and ubiquitous connectivity continues to increase rapidly. The optimization of system performance has become critically important both in terms of practical utility and commercial viability, and presents a rich area for research. In the editors’ previous work on traditional wired networks, we have observed that designing low cost, survivable telecommunication networks involves extremely complicated processes. Commercial products available to help with this task typically have been based on simulation and/or proprietary heuristics. As demonstrated in this book, however, mathematical programming deserves a prominent place in the designer’s toolkit. Convenient modeling languages and powerful optimization solvers have greatly facilitated the implementation of mathematical programming theory into the practice of commercial network design. These points are equally relevant and applicable in today’s world of wireless network technol-
BPM Best Practice
Wie führende Unternehmen ihre Geschäftsprozesse managen


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Available 2008. XVI, 401 S. 192 Abb. 978-3-540-76431-1 ▶ 56,03 €

Information Science & Technology in China: A Roadmap to 2050

As one of the eighteen field-specific reports comprising the comprehensive scope of the strategic general report of the Chinese Academy of Sciences, this sub-report addresses long-range planning for developing science and technology in the field of information science & technology. They each craft a roadmap for their sphere of development to 2050. In their entirety, the general and sub-group reports analyze the evolution and laws governing the development of science and technology, describe the decisive impact of science and technology on the modernization process, predict that the world is on the eve of an impending S&T revolution, and call for China to be fully prepared for this new round of S&T advancement. Based on the detailed study of the demands on S&T innovation in China’s modernization, the reports draw a framework for eight basic and strategic systems of socio-economic development with the support of science and technology, work out China’s S&T roadmaps for the relevant eight basic and strategic systems in line with China’s reality, further detail S&T initiatives of strategic importance to China’s modernization, and provide S&T decision-makers

K. Kosmidou, M. Doumpos, C. Zapournidis

Country Risk Evaluation
Methods and Applications

Financial globalization has increased the significance of methods used in the evaluation of country risk, one of the major research topics in economics and finance. Written by experts in the fields of multicriteria methodology, credit risk assessment, operations research, and financial management, this book develops a comprehensive framework for evaluating models based on several classification techniques that emerge from different theoretical directions. This book compares different statistical and data mining techniques, noting the advantages of each method, and introduces new multicriteria methodologies that are important to country risk modeling. Key topics include: A review of country risk definitions and an overview of the most recent tools in country risk management. In-depth analysis of statistical, econometric and non-parametric classification techniques. Several real-world applications of the methodologies described throughout the text. Future research directions for country risk assessment problems. This work is useful for academics, financial managers, bank managers, operations researchers, management scientists, and risk analysts. Moreover, the book can also be used as a supplementary text for graduate courses in finance and financial risk management.

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Due April 2011


J. Kuster, E. Huber, R. Lippmann, A. Schmid, E. Schneider, U. Witschi, R. Wüst

Handbuch Projektmanagement

Dieses Handbuch enthält auf 400 Seiten mit 190 Abbildungen die gesammelten Erfahrungen der Autoren aus ihrer langjährigen Projektarbeit sowie den über 1500 Workshops und Seminaren zu den Themen Projektmanagement und Führung, die
with comprehensive consultations for the development of S&T innovation consistent with China’s reality. Supported by illustrations and tables of data, the reports provide researchers, government officials and entrepreneurs with guidance concerning research directions, the planning process, and investment. Founded in 1949, the Chinese Academy of Sciences is the nation’s highest academic institution in natural sciences. Its major responsibilities are to conduct research in basic and technological sciences, to undertake nationwide integrated surveys on natural resources and ecological environment, to provide the country with scientific data and consultations for government’s decision-making, to undertake government-assigned projects with regard to key S&T problems in the process of socio-economic development, to initiate personnel training, and to promote China’s high-tech enterprises through its active engagement in these areas.

More on www.springer.com/978-3-642-05598-0

Due April 2011

2011. XXIV, 146 p. 15 illus., 14 in color.
978-3-642-19070-4 ▶ approx. 69,95 €

Knowledge Management
Concepts and Best Practices
The Fraunhofer Competence Center Knowledge Management presents in this second edition its up-dated and extended research results on business-process oriented knowledge management, proactive change management, KM strategy, knowledge structuring and KM audit, reviews the latest advancements in measuring intellectual capital and classifies more than 100 KM tools. Best Practices in KM are described by the Swiss Benchmarking Center TECTEM at University St. Gallen and in case studies from price-winning companies like Aventis and Siemens as well as from Arthur D. Little, British Aerospace plc., Hewlett-Packard, IBM, Phonak and Roche. New survey results on KM from EFQM, OECD and on "The Future of Knowledge Management" are presented. The book concludes with an overview on research funded by the European Commission in order to make "KM Made in Europe" a reality.

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A Concise Guide to Market Research
The Process, Data, and Methods Using IBM SPSS Statistics
This accessible, practice-oriented and compact text provides a hands-on introduction to the principles of market research. Using the market research process as a framework, the authors explain how to collect and describe the necessary data and present the most important and frequently used quantitative analysis techniques, such as ANOVA, regression analysis, factor analysis, and cluster analysis. An explanation is provided of the theoretical choices a market researcher has to make with regard to each technique, as well as how these are translated into actions in IBM SPSS Statistics. This includes a discussion of what the outputs mean and how they should be interpreted from a market research perspective. Each chapter concludes with a case study that illustrates the process based on real-world data. A comprehensive web appendix includes additional analysis techniques, datasets, video files and case studies. Several mobile tags in the text allow readers to quickly browse related web content using a mobile device.

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E. Mooi, M. Sarstedt

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2011. XV, 441 S. (Springer-Lehrbuch, 0)
978-3-642-18175-7 ▶ 27,99 €

P. Möller, B. Hüfner, E. Keller, H. Kettenmü, H.W. Viethen

Innovation, Growth and Competitiveness
Dynamic Regions in the Knowledge-Based World Economy
This book investigates dynamic regions in the context of greater global interaction in a world economy increasingly driven by knowledge and innovation. It offers novel empirical evidence on the underlying factors of the growth performance of these spaces.
In particular, the following questions are addressed: What role is there for research, education and innovation in the development strategies of the dynamic growth regions? What are the risks and consequences of dynamic growth on patterns of world growth and development, competitiveness, inequalities, and convergence? What development strategies should be promoted at national and international levels to promote a growing and more sustainable world economy? What are the implications of the emerging new competitors for Europe’s competitiveness? Using an innovative, integrated framework of analysis, the contributions in this book combine a wide array of complex theoretical and methodological approaches.

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Available
2011. XII, 390 p. (Advances in Spatial Science, 0)
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**Design Thinking**

**Understand – Improve – Apply**

“Everybody loves an innovation, an idea that sells.” But how do we arrive at such ideas that sell? And is it possible to learn how to become an innovator? Over the years Design Thinking – a program originally developed in the engineering department of Stanford University and offered by the two D-schools at the Hasso Plattner Institutes in Stanford and in Potsdam – has proved to be really successful in educating innovators. It blends an end-user focus with multidisciplinary collaboration and iterative improvement to produce innovative products, systems, and services. Design Thinking creates a vibrant interactive environment that promotes learning through rapid conceptual prototyping. In 2008, the HPI-Stanford Design Thinking Research Program was initiated, a venture that encourages multidisciplinary teams to investigate various phenomena of innovation in its technical, business, and human aspects. The researchers are guided by two general questions: 1. What are people really thinking and doing when they are engaged in creative design innovation? How can new frameworks, tools, systems, and methods augment, capture, and reuse successful practices? 2. What is the impact on technology, business, and human performance when design thinking is practiced? How do the tools, systems, and methods really work to get the innovation you want when you want it? How do they fail? In this book, the researchers take a system’s view that begins with a demand for deep, evidence-based understanding of design thinking phenomena. They continue with an exploration of tools which can help improve the adaptive expertise needed for design thinking. The final part of the book concerns design thinking in information technology and its relevance for business process modeling and agile software development, i.e. real world creation and deployment of products, services, and enterprise systems.

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2011. XX, 236 p. 50 illus. (Understanding Innovation, )
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**Essence of a Manager**

What makes a “good” manager? This is a book by a manager about managers but it is not just for managers. It is for anyone and for everyone who is interested in the way people – and not just managers - behave and function around the world. Based on actual experience the title “Essence of a Manager” is a succinct distillation of what this book is about. It is not a management manual and yet it is a map for navigation and a guide for behavior which can be valuable for practicing managers at all levels. It formulates a sound thesis to describe the qualities needed in a “good” manager and builds up from elemental qualities to develop a holistic view of a good manager. Nine fundamental attributes are proposed as being necessary and sufficient to describe a “good” manager. It is applied management philosophy for a thinking manager and deals with the fundamental drivers which lie deeper than language or culture and which control human behavior.

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In the last 50 years the world has been completely transformed through the use of IT. We have now reached a new inflection point. Here we present, for the first time, how in-memory computing is changing the way businesses are run. Today, enterprise data is split into separate databases for performance reasons. Analytical data resides in warehouses, synchronized periodically with transactional systems. This separation makes flexible, real-time reporting on current data impossible. Multi-core CPUs, large main memories, cloud computing and powerful mobile devices are serving as the foundation for the transition of enterprises away from this restrictive model. We describe techniques that allow analytical and transactional processing at the speed of thought and enable new ways of doing business. The book is intended for university students, IT-professionals and IT-managers, but also for senior management who wish to create new business processes by leveraging in-memory computing.

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**Production Economics**

**The Basic Theory of Production Optimisation**

This book covers the basic theory of how, what and when firms should produce to maximise profits. Based on the neoclassical theory of the firm presented in most general microeconomic textbooks, it extends the general treatment and focuses on the application of the theory to specific problems that the firm faces when making production decisions to maximise profits. Increasing level of government regulation and the use of specialised and often very expensive equipment in modern production motivates the following focus
Europäische Wirtschafts- und Sozialpolitik


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O. Roenpage, S. Lunau, C. Staudter, R. Meran, A. John, C. Beernaeert

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2007. VIII, 315 S.
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J.B. Rosser

Complex Evolutionary Dynamics in Urban-Regional and Ecologic-Economic Systems

From Catastrophe to Chaos and Beyond

Drawing on the middle chapters from the first edition of J. Barkley Rosser’s seminal work, From Catastrophe to Chaos, this book presents an unusual perspective on economics and economic analysis. Current economic theory largely depends upon assuming that the world is fundamentally continuous. However, an increasing amount of economic research has been done using approaches that allow for discontinuities such as catastrophe theory, chaos theory, synergetics, and fractal geometry. The spread of such approaches across a variety of disciplines of thought has constituted a virtual intellectual revolution in recent years. This book reviews the applications of these approaches in various subdisciplines of economics and draws upon past economic thinkers to develop an integrated view of economics as a whole from the perspective of inherent discontinuity. Praise for the first edition of From Catastrophe to Chaos: “What this book really amounts to is a very literate and wide-ranging survey of the chaos and catastrophe theory literature. Professor Rosser deserves great credit for drawing together an enormous number of sources (the bibliography contains about 1200 references) both inside and outside economics and in neighboring fields like ecology, history, biology, and mathematics, and weaving them into a compelling story.” - Journal of Economic Literature. “One of the greatest virtues of Rosser’s book is his evenhanded presentation of models from both the mainstream neoclassicals and the alternative postmodern evolutionary economists. In fact, by discussing both research programs without denigrating either, Rosser makes a contribution unique among the books addressing these topics.” - Southern Economic Journal. “...effectively brings together a disparate and voluminous literature on a catastrophe and chaos theory to tell a compelling story about the need to comprehend economic discontinuities. This book will become a standard reference in the area that it has chosen to concentrate on and I recommend the book to readers who are interested in learning more about the intricacies of a fundamentally discontinuous world.” - American Journal of Agricultural Economics (2001)

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to curb greenhouse gas emissions by 2050 by sixty to eighty percent could be placed in serious jeopardy. This book addresses the key issues of controlling transportation growth and identifying and implementing measures that would significantly reduce the emissions of greenhouse gases from transport while maintaining its vital role in generating prosperity and mobility for future generations. This book describes the challenge that transport constitutes today as well as its role in the future for climate policy. It will discuss and provide hands-on suggestions for transportation policy that will mitigate the greenhouse gas emissions from transport. The book is organized into five parts. Part One presents an overview of transport and climate policy in the context of the recent economic crisis. Part Two examines the problems and proposed solutions for curbing emissions from transport in industrialized countries while Parts Three and Four deal with the developing world, with a particular focus on India and China. Part Five discusses tested solutions and provides policy recommendations making this book of interest to a broad audience of both policy-makers and academics concerned with the role of transport in reducing global climate change.

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Due April 2011
2011. X, 344 p. 18 illus. (Transportation Research, Economics and Policy.)
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M. Sakawa, I. Nishizaki, H. Katagiri

Fuzzy Stochastic Multiobjective Programming

Although studies on multiobjective mathematical programming under uncertainty have been accumulated and several books on multiobjective mathematical programming under uncertainty have been published (e.g., Stancu-Minasian (1984); Slowinski and Teghem (1990); Sakawa (1993); Lai and Hwang (1994); Sakawa (2000)), there seems to be no book which concerns both randomness of events related to environments and fuzziness of human judgments simultaneously in multiobjective decision making problems. In this book, the authors are concerned with introducing the latest advances in the field of multiobjective optimization under both fuzziness and randomness on the basis of the authors’ continuing research works. Special stress is placed on interactive decision making aspects of fuzzy stochastic multiobjective programming for human-centered systems under uncertainty in most realistic situations when dealing with both fuzziness and randomness. Organization of each chapter is briefly summarized as follows: Chapter 2 is devoted to mathematical preliminaries, which will be used throughout the remainder of the book. Starting with basic notions and methods of multiobjective programming, interactive fuzzy multiobjective programming as well as fuzzy multiobjective programming is outlined. In Chapter 3, by considering the imprecision of decision maker’s (DM’s) judgment for stochastic objective functions and/or constraints in multiobjective problems, fuzzy multiobjective stochastic programming is developed. In Chapter 4, through the consideration of not only the randomness of parameters involved in objective functions and/or constraints but also the experts’ ambiguous understanding of the realized values of the random parameters, multiobjective programming problems with fuzzy random variables are formulated. In Chapter 5, for solving conflict of decision making problems in hierarchical managerial or public organizations where there exist two DMs who have different priorities in making decisions, two-level programming problems are discussed. Finally, Chapter 6 outlines some future research directions.

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G. Saad

Evolutionary Psychology in the Business Sciences

All individuals who operate in the business sphere, whether as consumers, employers, employees, entrepreneurs, or financial traders to name a few constituents, share a common biological heritage and are defined by a universal human nature. As such, it is surprising that so few business scholars have incorporated biological and evolutionary-informed theories within their conceptual toolboxes. This edited book addresses this lacuna by culling chapters at the intersection of the evolutionary behavioral sciences and specific business contexts including in marketing, consumer behavior, advertising, innovation and creativity, intertemporal choice, negotiations, competition and cooperation in organizational settings, sex differences in workplace patterns, executive leadership, business ethics, store design, behavioral decision making, and electronic communication. To reword the famous aphorism of T. G. Dobzhansky, nothing in business makes sense except in the light of evolution.

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M. Sakawa, I. Nishizaki, H. Katagiri

Fuzzy Stochastic Multiobjective Programming

Although studies on multiobjective mathematical programming under uncertainty have been accumulated and several books on multiobjective mathematical programming under uncertainty have been published (e.g., Stancu-Minasian (1984); Slowinski and Teghem (1990); Sakawa (1993); Lai and Hwang (1994); Sakawa (2000)), there seems to be no book which concerns both randomness of events related to environments and fuzziness of human judgments simultaneously in multiobjective decision making problems. In this book, the authors are concerned with introducing the latest advances in the field of multiobjective optimization under both fuzziness and randomness on the basis of the authors’ continuing research works. Special stress is placed on interactive decision making aspects of fuzzy stochastic multiobjective programming for human-centered systems under uncertainty in most realistic situations when dealing with both fuzziness and randomness. Organization of each chapter is briefly summarized as follows: Chapter 2 is devoted to mathematical preliminaries, which will be used throughout the remainder of the book. Starting with basic notions and methods of multiobjective programming, interactive fuzzy multiobjective programming as well as fuzzy multiobjective programming is outlined. In Chapter 3, by considering the imprecision of decision maker’s (DM’s) judgment for stochastic objective functions and/or constraints in multiobjective problems, fuzzy multiobjective stochastic programming is developed. In Chapter 4, through the consideration of not only the randomness of parameters involved in objective functions and/or constraints but also the experts’ ambiguous understanding of the realized values of the random parameters, multiobjective programming problems with fuzzy random variables are formulated. In Chapter 5, for resolving conflict of decision making problems in hierarchical managerial or public organizations where there exist two DMs who have different priorities in making decisions, two-level programming problems are discussed. Finally, Chapter 6 outlines some future research directions.

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Forthcoming
J. Schönberger

Model-Based Control of Logistics Processes in Volatile Environments

Decision Support for Operations Planning in Supply Consortia

This monograph presents results originating from a research project investigating autonomous adaptation of vehicle schedules and systematically develops and evaluates innovative ideas for the management of transportation processes in volatile scenarios. Showing the progress made in the development of the methodological toolbox for decision support in dynamic process management is the major motivation behind this book. The result is a new integrated approach to dynamic decision making. Existing process planning approaches for volatile environments and their application boundaries are investigated in Part I. Part II introduces the concept of feedback-controlled adaptive decision models and proposes the required extensions of the online decision making framework and of multi-agent systems. A comprehensive evaluation of the proposed decision model adaptation framework based on computational simulation experiments is reported in Part III and demonstrates the predominance of the new approach. Distinguishing features of this book are: It provides the first contribution to the operational management of processes in supply networks that explicitly addresses the two challenges of dynamics and distributed decision making simultaneously. It systematically approaches the limits of model-based process planning but also proposes methods to extend the application boundaries. Software prototypes are developed and a comprehensive evaluation within numerical simulation experiments is executed. The observed results are discussed with an explicit focus on specific performance indicators (flexibility, stability and robustness). The strict interdisciplinary approach merging the requirements and needs of management sciences, operations research and computer sciences is pursued throughout the book.

More on www.springer.com/978-1-4419-9681-7
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2011. XII, 181 p. 47 illus. (Operations Research/Computer Science Interfaces Series, 50)
978-1-4419-9681-7  ► approx. 89,95 €
Guide to Supply Chain Management

This guide brings supply chain theory to life. Written for people with a business interest in supply chain management, the book covers the key topics in eleven chapters, including planning, source, make, deliver and return as well as strategy, people, finance, customer service and sourcing. Each chapter starts with a brief summary and learning objectives that guide the reader through the text. The book is written in a clear and simple way, featuring a variety of figures, tables and recommended further readings. The chapters conclude with real-life case studies for best practice. During their work, the authors have met professionals all over the world who are passionate about their business achievements. By including their vivid examples, the guide brings theory to life enabling readers to understand the concepts and ideas presented in the guide. Colin Scott, Henriette Lundgren and Paul Thompson are experts in supply chain management and have worked with practitioners in businesses across the globe. "This guide is a really useful reminder of what good practice is and how it should be applied within supply chain management. The book is relevant for students of supply chain management and professional practitioners alike. This book offers an invaluable guide to understanding the specific dynamics of your supply chain and the fundamentals underpinning it. It provides the framework for delivering a supply chain strategy based upon recognised best practice." Martin McCourt, CEO, Dyson

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Lean Innovation

A Fast Path from Knowledge to Value

Within manufacturing, Lean has lead to significant results throughout the world. But what happens when Lean meets Innovation? Is the needed creativity destroyed, or can Lean make the results of the organization even better? In Lean Innovation, Claus Sehested and Henrik Sonnenberg reveal how a managed iteration between creativity and effectiveness can ensure that the visions of top management are realized through the innovation processes. Lean can elevate the innovation processes to a new level where they become a true strategic differentiator. The authors address the key challenges facing leaders of knowledge organizations, and present a number of principles which they can use to bring more leadership into the innovation work. They also discuss methods which can increase result focus and continuous learning in the core innovation processes. The book contains specific and practical examples from five companies who started on a Lean Innovation journey. Innovation Insights from Apple, Google, Toyota, IDEO and others are also included.

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Available

2011. X, 189 p. 60 illus.
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Game Equilibrium Models II

Methods, Morals, and Markets

The four volumes of Game Equilibrium Models present applications of non-cooperative game theory. Problems of strategic interaction arising in biology, economics, political science and the social sciences in general are treated in 42 papers on a wide variety of subjects. Internationally known authors with backgrounds in various disciplines have contributed original research. The reader finds innovative modelling combined with advanced methods of analysis. The four volumes are the outcome of a research year at the Center for Interdisciplinary Studies of the University of Bielefeld. The close interaction of an international interdisciplinary group of researchers has produced an unusual collection of remarkable results of great interest for everybody who wants to be informed on the scope, potential, and future direction of work in applied game theory. Volume II Methods, Morals and Markets contains areas of research which will attract the interest of economists, political scientists, mathematicians and philosophers. The papers deal with the methodology of analysis of games, game theoretic contributions to fundamental ethical questions facing societies and game-theoretic analyses of market environments.

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ditional growth models based on competitive market structures. Institutions outside the traditional markets and the genetic principle of survival of the fittest have dominated the current theory of industry growth. This book coordinates and integrates the two strands of economic growth and development: the endogenous theory of growth and the extra-market models of evolutionary economics dominated by innovation efficiency. It presents this new paradigm in terms of both theory and historical experiences.

The book addresses the role of innovations and human capital, the impact of information technology, the role of institutions as mechanisms of evolutionary economies and the experiences of Asian growth miracles, and will be of interest to readers in economics and political science concerned with economic growth and development.

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Y. Stry, R. Schwenkert

Wirtschafts- und Finanzmarktmathematik kompakt

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2011. Etwa 400 S. (Physica-Lehrbuch,)
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B. Sturm, C. Vogt

Umweltökonomik

Eine anwendungsorientierte Einführung


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2011. XV, 312 S.
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J.A. Tatom

Financial Market Regulation
Legislation and Implications

What role should regulation play in financial markets? What have been the ramifications of financial regulation? To answer these and other questions regarding the efficacy of legislation on financial markets, this book examines the impact of the Gramm Leach Bliley Act (GLBA), also called the Financial Modernization Act of 1999, which fundamentally changed the financial landscape in the United States.
The GLBA allows the formation of financial holding companies that can offer an integrated set of commercial banking, securities and insurance products. The tenth anniversary of the most sweeping financial legislation reform in the industry’s structure is a natural benchmark for assessing the effects of the law and for questioning whether changes are necessary in the working of this historic legislation. The importance of this review is reinforced by a variety of proposals in the last several years to reform the regulation of financial institutions that have attracted considerable attention among regulators and in the financial firms that they regulate. Most recently, the financial crisis and the failure of some large financial institutions have called into question the legitimacy of America’s current financial structure and its regulation, including to some degree the GLBA. There is no doubt that regulatory reform is front and center on today’s policy agenda. The lessons of the GLBA experience and its effects, both domestic and international, on financial markets and competitiveness, risk-taking and risk management by financial services firms and their regulators will be critical to the direction the country takes and the effort to ensure that future financial crises do not occur or have less costly damage. With contributions from academics, policy experts, and a sponsor of the GLBA, Congressman James Leach, this book is invaluable to anyone interested in financial system reform.

J.J. Wetter

The Impacts of Research and Development Expenditures
The Relationship Between Total Factor Productivity and U.S. Gross Domestic Product Performance

The research underlying this volume was designed to test the theory of Total Factor Productivity (TFP) in contemporary context. Developed by Nobel Prize-winning economist, Robert Solow, in the 1950s, TFP has been applied by many economists to investigate the relationships among capital, labor, and economic performance. In this analysis, John Wetter presents the hypothesis that technological investment drives growth and performance of the U.S. economy. The study addresses four key questions: 1. Is there a relationship between Total Factor Productivity and Gross National Product? 2. Is there a relationship between Total Factor Productivity and Research & Development expenditures? 3. Is there a relationship between Research & Development expenditures and Gross Domestic Product? 4. Can the relationship in research question 1 be explained by other factors? Is there any potential non-spuriousness (mediation) implication to the relationship? Synthesizing the literature from related fields, including macroeconomics, technology transfer, and innovation, and applying rigorous methodology, Wetter demonstrates that Total Factor Productivity is positively related to Gross Domestic Product and is mediated by Research & Development. In addition, he reveals that the lag time between R&D spending and GDP growth averages eleven years, which suggests that long-term planning is essential to maximizing the benefits of R&D. Wetter considers the implications for policymaking and industry leader-

S. Wilde

Customer Knowledge Management
Improving Customer Relationship through Knowledge Application

Managing and transferring knowledge - at the right time, in the right place and with the right quality for customers - enables companies to survive in times of fierce competition. The focus of this work is therefore on Knowledge Management and Customer Relationship Management. The theoretical part comprises several approaches to knowledge, its transfer and the barriers to be overcome when sharing knowledge. This is followed by a description of CRM and CKM (Customer Knowledge Management), outlining how crucial their successful use is. The practical part explores on the one hand the dependence on knowledge and on the other hand its availability for a good customer relationship. It includes a case study that investigates both the administrative and the operational area of a concrete company. The survey results are then discussed in detail, key success factors identified and mistakes pointed out. After this critical analysis, final recommendations are given that every company can benefit from.

T. Tivig, G. Henseke, M. Czechl

Wohlstand ohne Kinder?
Sozioökonomische Rahmenbedingungen und Geburtenentwicklung im internationalen Vergleich


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with all its highly restrictive assumptions regarding decision makers’ cognitive capabilities and behavior. But recent developments in behavioral finance can now be applied to understand how entrepreneurs and VCs perceive risk and uncertainty and how they decide and act accordingly. Showcasing the latest research, this volume demonstrates that findings from the behavioral and neuroscience arenas can and do explain decision making by entrepreneurs and venture investors in the real world. Consequently, such findings have practical implications not only for entrepreneurs, venture capitalists, and their advisors, but also for all government agencies and NGOs that want to support product and technological innovation, capital formation, job creation, and economic development.

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J. Zhao

Ecological and Environmental Science & Technology in China: A Roadmap to 2050

As one of the eighteen field-specific reports comprising the comprehensive scope of the strategic general report of the Chinese Academy of Sciences, this subreport addresses long-range planning for developing science and technology in the field of ecological and environmental science. They each craft a roadmap for their sphere of development to 2050. In their entirety, the general and sub-group reports analyze the evolution and laws governing the development of science and technology, describe the decisive impact of science and technology on modernization, predict that the world is on the edge of an impending S&T revolution, and call for China to be fully prepared for this new round of S&T advancement. Based on the detailed study of the demands on S&T innovation in China’s modernization, the reports draw a framework for eight basic and strategic systems of socio-economic development with the support of science and technology, work out China’s S&T roadmaps for the relevant eight basic and strategic systems in line with China’s reality, further detail S&T initiatives of strategic importance to China’s modernization, and provide S&T decision-makers with comprehensive consultations for the development of S&T innovation consistent with China’s reality. Supported by illustrations and tables of data, the reports provide researchers, government officials and entrepreneurs with guidance concerning research directions, the planning process, and investment. Founded in 1949, the Chinese Academy of Sciences is the nation’s highest academic institution in natural sciences. Its major responsibilities are to conduct research in basic and technological sciences, to undertake nationwide integrated surveys on natural resources and ecological environment, to provide the country with scientific data and consultations for government’s decision-making, to undertake government-assigned projects with regard to key S&T problems in the process of socio-economic development, to initiate personnel training, and to promote China’s high-tech enterprises through its active engagement in these areas.

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T. Çetin, F. Ofuüz

The Political Economy of Regulation in Turkey

The Political Economy of Regulation in Turkey brings together leading international scholars and experts on Turkey and regulatory reform to provide essential information on the recent Turkish experience and its relation to competition policy. After the 1980 liberalization reform, Turkey tried to introduce competition in many industries, but network industries have remained as monopolies. At the end of the 1990s, regulatory reform was initiated and independent regulatory agencies have been established by the government. Comprehensive discussions of these network industries, in particular airlines, electricity, natural gas, telecommunications and environment regulations, are offered. The contributors inquire how economic theory and historical analyses can enlighten the character of market processes and the role for government action in these industries, and the contributions shed light on the very recent changes in the regulatory structure and important legal cases that shape the future of regulated industries. This book discusses these issues in an international perspective and relates the Turkish experience to other similar countries, such as in Eastern Europe and Central America. This book serves as a useful guide to those who want to understand major changes in Turkey and regulatory reforms in other emerging markets, making it of interest to researchers and PhD students concerned with regulatory economics, the Turkish economy, and economic policy in emerging markets.

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Heading for New Processes

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