BUSINESS AND MANAGEMENT

Rights Title Selection

Fall 2018

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### Sustainable Business Models
#### Innovation, Implementation and Success
A. Aagaard (Ed)
- Links sustainable business modelling to current research in the circular economy and big data
- Contributes to the knowledge of the design, implementation and management of sustainable business models
- Provides a framework to evaluate the level of sustainability in business models
This book provides a comprehensive exploration into the identification and development of sustainable business models as well as their implementation, management and evaluation. [...]

**Contents**
- Chapter 1: Introduction – The driver and challenges of sustainable business models.
- Chapter 2: New patterns and typologies of sustainable business models.
- Chapter 3: Designing sustainable [...]

**Fields of Interest**
- Sustainability Management; Corporate Social Responsibility

**Series Title**
- Palgrave Studies in Sustainable Business In Association with Future Earth

#### Integrated Reconfigurable Manufacturing Systems and Smart Value Chain
*Sustainable Infrastructure for the Factory of the Future*
M. R. Abdi, A. W. Labib, F. Delavari Edalat, A. Abdi
- Presents a new integrated strategy of supply chain incorporating an RMS
- Demonstrates how manufacturing facilities need to be (re)arranged for producing the product families according to their operational requirements at any production stage
- Develops a reverse supply chain incorporating a circular economy required for a sustainable RMS value chain with efficient usage of resources
The book develops manufacturing concepts and applications beyond physical production and towards a wider manufacturing value chain incorporating external stakeholders that include suppliers of raw materials and parts, customers, collaborating [...]

**Contents**
- Chapter 1: Introduction.
- Chapter 2. Review of the main water management approaches over the last century.
- Chapter 3. Conceptual [...]

**Fields of Interest**
- Operations Management; Industrial and Production Engineering; Operations Research/Decision Theory

### Energy in Africa
#### Policy, Management and Sustainability
S. Adesola, F. Brennan (Eds)
- Analyses and explores the African energy industry, from a management perspective
- Provides both theoretical and empirical contributions which demonstrate how to effectively ensure sustainability in Africa
- Focuses on developing regions within Africa and compares these to the global energy environment
Bringing together conceptual, theoretical and evidence-based contributions from a diverse set of experts, this book provides a comprehensive analysis of energy in Africa, from a management perspective. [...]

**Contents**
- Chapter 1. Introduction to Energy in Africa: Policy, Management and Sustainability; Sola Adesola and Feargal Brennan.
- Chapter 2. Brexit and Trumpism: The [...]

**Fields of Interest**
- African Business; Sustainability Management; Energy Policy, Economics and Management; Corporate Social Responsibility; Energy Technology
Logistics and Global Value Chains in Africa
The Impact on Trade and Development
A. Adewole, J. J. Struthers (Eds)

- Provides a comprehensive context of trade and logistics in Africa and the shifting trends in economy
- Examines the systematic inefficiencies influencing trade competitiveness
- Explores the importance of the service sector to sustainable development in Africa as well as new trends such as e-commerce

Focusing on global value chains and their importance to trade, this edited collection explores the strategic role of logistics and supply chain infrastructure in the development of Africa. Skilled authors present critical analysis of the current [...]
Aligning Business Strategies and Analytics
Bridging Between Theory and Practice
M. Anandarajan, T. D. Harrison (Eds)

- Focuses on issues related to the alignment of business strategies and analytics
- Helps bridge the gap in the relevance and usefulness of academic research in the area of alignment that is often questioned by practitioners
- Examines business strategies, business structures, and analytics to effectively develop and deploy techniques to enhance an organization's decision-making capability

This book examines issues related to the alignment of business strategies and analytics. Vast amounts of data are being generated, collected, stored, processed, analyzed, distributed and used at an ever-increasing rate by organizations. […]

Contents

Fields of Interest
Big Data/Analytics; Business Information Systems; Operations Research/Decision Theory

Series Title
Advances in Analytics and Data Science

August 2018
X, 208 p. 38 illus., 22 illus. in color. Hardcover. 155 x 235 mm
£ 99.99 | € 109.99 | $ 139.99
ISBN 978-3-319-93298-9

All Languages Rights Available

Challenges in Managing Sustainable Business Reporting, Taxation, Ethics and Governance
S. Arvidsson (Ed)

- Investigates practical challenges faced by businesses when becoming sustainable, from reporting to assessing investments
- Addresses business ethical issues, including corruption and tax
- Brings together international case studies to illustrate contemporary challenges in business sustainability

Over the past 30 years sustainability has become increasingly important to scholarly research and business in practice. This book explores a variety of challenges faced by businesses when becoming sustainable and how this links to economic […]

Contents
An exposé of the challenging practice development of sustainability reporting: From the first wave to the EU Directive (2014/95/EU).- Integrated reporting and integrating thinking: Practical […]

Fields of Interest
Sustainability Management; Corporate Social Responsibility; Business Taxation/ Tax Law

Series Title
Work, Organization, and Employment

October 2018
IX, 414 p. 19 illus. Hardcover. 148 x 210 mm
£ 109.99 | € 119.99 | $ 149.99
ISBN 978-3-319-93265-1

All Languages Rights Available

Global Perspectives on Workers’ and Labour Organizations
M. Atzeni, I. Ness (Eds)

- Sheds light on a topic that is often overlooked in the literature
- Goes beyond traditional trade union-based approaches to precarious work and workers
- Investigates precarious work in relatively unexplored countries and sectors

This book broadens the research on the underworld of precarious and not-represented workers, through a selection of original case studies from across the globe written by leading experts. The book unveils the working conditions affecting this […]

Contents
Introduction: The Organization of Precarious Workers and the Limits of Trade Unionism.- Digital Labour and Workers’ Organization.- Migration and Precariousness.- Labor and Urban Strategies.- […]

Fields of Interest
Human Resource Management; Globalization; International Political Economy; Labor Economics

Series Title
Work, Organization, and Employment

May 2018
XVI, 173 p. Hardcover. 155 x 235 mm
£ 101.00 | € 114.99 | $ 129.00
ISBN 978-981-10-7882-8

All Languages Rights Available
Digital Influence
Unleash the Power of Influencer Marketing to Accelerate Your Global Business
J. Backaler

- Offers practical guidance on how to incorporate influencers into international marketing strategy, from identifying them to potential risks
- Contains interviews with top influencers and marketing executives from across the globe
- Features in-depth case studies of successful and less successful influencer campaigns

This book brings order to the chaotic and rapidly evolving world of influencer marketing by providing readers with much-needed context, frameworks, and best practices. Written for busy marketing professionals working in both domestic and [...] 

Contents
1 Introduction.- 2 Then vs. Now: Influencer Marketing (Re-Defined).- 3 Levels of Influence: Key Characteristics of Modern-Day Influencers.- 4 A Global Phenomenon: The Rise of Influencers Around [...] 

Fields of Interest
Online Marketing/Social Media; Branding; Big Data/Analytics; Popular Science in Business and Management; Emerging Markets/Globalization 

September 2018
XVI, 214 p. 41 illus. in color. Hardcover. 155 x 235 mm
£ 22.99 | € 24.99 | $ 29.99
ISBN 978-3-319-78395-6
All Languages Rights Available

Bringing the Human Being Back to Work
The 10 Performance and Development Conversations Leaders Must Have
T. Baker

- Pinpoints 10 vital conversations on performance and development
- Takes readers step-by-step through coaching conversations every manager must have
- Provides a much-needed human perspective in a work landscape dominated by narratives of automation and mechanisation

For the past 100 years, we’ve progressively dehumanized our places of work. We’ve learned to systemize, homogenize, and mechanize – all in the quest for greater efficiency and cost-saving. We’ve forgotten that the human being is the centre of [...] 

Contents
1 The dumbing down of work.- 2 Human spirit and work.- 3 The concept of workplace of dignity.- 4 A lack of authentic conversations.- 5 Two task-focused pillars of authentic conversations.- 6 Three [...] 

Fields of Interest
Human Resource Development; Business Strategy/Leadership; Coaching 

August 2018
XV, 223 p. 2 illus. Hardcover. 155 x 235 mm
£ 27.99 | € 32.99 | $ 39.99
ISBN 978-3-319-93171-5
All Languages Rights Available 

Spirituality, Sustainability, and Success
Concepts and Cases
C. G. Beehner

- Offers theoretical frameworks for spirituality and sustainability
- Includes interviews of industry professionals who have applied spirituality and sustainability in their careers and/or businesses
- Presents cases of application of spirituality and/or sustainability

This book offers a pragmatic approach to the benefits of spirituality and sustainability for both individual and organizational success. It introduces sustainability and workplace spirituality as contemporary solutions to the challenging [...] 

Contents
1 Introduction: The Nexus of Spirituality and Sustainability.- 2 Individual Spirituality.- 3 Workplace Spirituality.- 4 Sustainability and Sustainable Business.- 5 Spirituality for Individual [...] 

Fields of Interest
Faith, Spirituality and Business; Sustainability Management 

Series Title
Palgrave Studies in Workplace Spirituality and Fulfillment 

September 2018
IX, 325 p. 3 illus. Hardcover. 148 x 210 mm
£ 89.99 | € 99.99 | $ 119.99
ISBN 978-3-319-77805-1
All Languages Rights Available
The Study of Food, Tourism, Hospitality and Events
21st-Century Approaches
S. Beeton, A. Morrison (Eds)

- Explores the vocational/professional nexus in the fields of study of food, tourism, hospitality and events
- Provides innovative, creative, and practical approaches to research and scholarship in this field
- Demonstrates a beneficial symbiotic relationship between vocational and professional education

This book elaborates upon, critiques and discusses 21st-century approaches to scholarship and research in the food, tourism, hospitality, and events trades and applied professions, using case examples of innovative practice. […]

Contents

Fields of Interest
Tourism Management; Services; Professional and Vocational Education; Higher Education

Series Title
Tourism, Hospitality & Event Management

Problem Structuring Approaches for the Management of Projects
Demonstrating Successful Practice
G. Bell, R. Pagano, J. Warwick, C. Sato (Eds)

- Connects project management, operational research and value management in order to facilitate interdisciplinary project management thought
- Outlines the key concepts and principles of PSAs, including a chapter on reflective evaluation
- Examines the link between different organisational types (images of the organisation), temporary organisational types (images of projects) and connectivity with various PSAs which reveal scientific philosophical issues

Exploring the three levels of project management, this edited collection analyses the practice of problem structuring approaches (PSAs) with an aim to improve organisational adaptability and value creation. […]

Contents
1. A Systematic 'Theories of Changes' Approach for Projects and Change Initiatives in the Context of Quality Enhancement Activity in Higher Education; Diane Hart.- 2. Explore, Experiment, […]

Fields of Interest
Project Management; Operations Research/Decision Theory; Organization; Business Strategy/Leadership

Multicriteria Analysis in Agriculture
Current Trends and Recent Applications
J. Berbel, T. Bournaris, B. Manos, N. Matsatsinis, D. Viaggi (Eds)

- Presents recent methods in multicriteria analysis and decision making
- Comprehensively covers decision making in the agricultural and environmental context
- Includes a wide range of case studies and applications

This book outlines the latest trends in the use of multicriteria analysis in agriculture by highlighting recent applications for modeling agricultural decision-making. It introduces specific case studies using multicriteria analysis as a method […]

Contents
Multi-Scaling Agroclimatic Classification For Decision Support Towards Sustainable Production.- Review of multicriteria methodologies and tools for the evaluation of the provision of Ecosystem […]

Fields of Interest
Operations Research/Decision Theory; Agricultural Economics; Optimization; Environmental Economics; Game Theory; Forestry Management

Series Title
Multiple Criteria Decision Making
Regulations and Applications of Ethics in Business Practice
J. Bian, K. T. Çalıyurt (Eds)

- Provides the reader with insights into solving ethical problems in business
- Presents business leaders with an understanding of how different ethical problems may occur in practice
- Supports academics with current ethical cases as teaching material

This book presents a variety of discussions from different countries about regulations and applications of ethics in business practice. It demonstrates how Ethics, both in the world of business and in academic life, is consistently a central and […]

Contents

Fields of Interest
Corporate Governance; Ethics

Series Title
Accounting, Finance, Sustainability, Governance & Fraud: Theory and Application

August 2018
XXIV, 325 p. 12 illus., 3 illus. in color. Hardcover. 155 x 235 mm
£ 119.99 | € 139.99 | $ 169.99

All Languages Rights Available

Rethinking Entrepreneurial Human Capital
The Role of Innovation and Collaboration
G. Bosio, T. Minola, F. Origo, S. Tomelleri (Eds)

- Focuses on collaborative practices in entrepreneurship education
- Discusses an innovative approach on the complex relationship between collaboration and innovation in developing entrepreneurial human capital
- Provides empirical evidence for the impact of collaboration and innovation in entrepreneurship education

This book focuses on the specific traits and nature of entrepreneurial human capital and the extent to which it can be stimulated by entrepreneurship education – especially when these activities combine collaborative practices and innovation. […]

Contents
Introduction.- Is the nature of jobs changing? The role of technological progress and structural change in the labour market.- Mutual gains? The Role for Employee Engagement in the Modern […]

Fields of Interest
Entrepreneurship; Management Education; Higher Education; Innovation/Technology Management; Professional and Vocational Education

Series Title
Studies on Entrepreneurship, Structural Change and Industrial Dynamics

June 2018
XI, 192 p. 15 illus., 9 illus. in color. Hardcover. 155 x 235 mm
£ 99.99 | € 114.99 | $ 129.00
ISBN 978-3-319-90547-1

All Languages Rights Available

Work, Wealth, and Postmodernism
The Intellectual Conflict at the Heart of Business Endeavour
B. Bowden

- Challenges the postmodernism bent in management research and the failure of traditional business research disciplines to provide meaningful solutions to societal problems
- Highlights the need for empirical research
- Offers a return to modernism as an intellectual alternative to postmodernism

This work examines the rise of postmodernism in management scholarship and argues that the prevalence of postmodernist thought reflects a lack of understanding by management researchers of the core principles upon which Western business endeavour […]

Contents

Fields of Interest
Management; Labor History; Postmodern Philosophy; Organization

May 2018
XXI, 341 p. 42 illus. Hardcover. 148 x 210 mm
£ 119.99 | € 139.99 | $ 159.00
ISBN 978-3-319-76179-4

All Languages Rights Available
The Global Cosmopolitan Mindset
Lessons from the New Global Leaders
L. Brimm

• Expands on the influential first book from the world’s most respected academic on issues of global working and living
• Guides young executives and MBA graduates seeking to build a global career and organizations looking to better understand Millenials
• The first quality book on a topic of fundamental interest to thousands

A growing number of people in the world have embraced globalization and actively seek opportunities to live, study, and work in other cultures. Highly talented and deeply motivated, they have been shaped by the new political/economic […]

Contents

Fields of Interest
Emerging Markets/Globalization; Popular Science in Business and Management; Business Strategy/Leadership; Cross-Cultural Management

June 2018
XII, 228 p. Hardcover.
155 x 235 mm
£ 24.99 | € 29.99 | $ 37.99

All Languages Rights Available

Multidisciplinary Design of Sharing Services
M. Brugleri (Ed)

• Equips readers with an excellent understanding of all aspects of the sharing economy based on contributions by experts in a range of disciplines
• Includes a wealth of case studies that elucidate the dynamics of sharing services and factors responsible for their success or failure
• Identifies new challenges for the sharing economy


Contents

Fields of Interest
Services; Organizational Studies, Economic Sociology; Operations Research, Management Science; Regional/Spatial Science; Transportation Technology and Traffic Engineering; Operations Research/Decision Theory

Series Title
Research for Development

May 2018
XIV, 239 p. 16 illus., 5 illus. in color.
Hardcover.
155 x 235 mm
£ 101.00 | € 114.99 | $ 129.00
ISBN 978-3-319-78098-6

All Languages Rights Available

Bold Followership
A Biblical Cure for Organizational Toxicity
M. A. Buford

• Establishes a model for empowering organizational citizens dealing with toxic environments
• Provides insights into how organizations can successfully navigate their way through leadership vacuums
• Outlines how to lead after toxicity has subsided

This book uses biblical writings to examine how to build wise and moral boardroom boldness to mitigate executive ethical mishaps. The author uses the story of King David to explore the possible perplexities followers experience when their leaders […]

Contents
1. A King in Narcissistic Clothes.- 2. Decoding the Silence.- 3. You have the right to remain silent, or do you? - 4. Faithful are the Wounds of a Friend.- 5. A Prescription for Organizational […]

Fields of Interest
Faith, Spirituality and Business; Business Strategy/Leadership

Series Title
Christian Faith Perspectives in Leadership and Business

May 2018
XIV, 168 p. 20 illus.
Hardcover.
148 x 210 mm
£ 99.99 | € 114.99 | $ 129.00
ISBN 978-3-319-74529-9

All Languages Rights Available
A Different Approach to Work Discipline
Models, Manifestations and Methods of Behaviour Modification
M. Bugdol

- Examines both the risks and the potential of enforcing discipline systems within organisations
- Explores examples of criminal behaviour in the workplace in relation to informal punishment structures, such as sexual harrassment, theft and fraud
- Acts as a guide for practitioners, offering practical solutions for managers and those working in HRM

Providing insight into the currently applied models, basic definitions and functions of work discipline systems within organisations, this book analyses the risks, limitations and the potential of developing organisational discipline structures. [...]
Enterprise Resource Planning and Business Intelligence Systems for Information Quality
An Empirical Analysis in the Italian Setting
C. Caserio, S. Trucco

- Discusses critical success factors for enterprise resource planning (ERP) and business intelligence (BI) system implementation
- Presents a detailed empirical analysis of ERP and BI as tools to reduce information overload/underload
- Includes wide literature reviews on ERP and BI systems

This book analyses the role of Enterprise Resource Planning (ERP) and Business Intelligence (BI) systems in improving information quality through an empirical analysis carried out in Italy. […]

Contents
1 Introduction.- 2 Enterprise Resource Planning systems.- 3 Business Intelligence systems.- 4 ERP and BI as tools to improve information quality in the Italian setting: the research design.- 5 ERP […]

Fields of Interest
Business Information Systems; Accounting/Auditing; Business Process Management; Financial Accounting; Information Systems and Communication Service; Operations Management

Series Title
Contributions to Management Science

June 2018
XI, 142 p. 3 illus. Hardcover.
155 x 235 mm
£ 69.99 | € 79.99 | $ 89.99
ISBN 978-3-319-77678-1
All Languages Rights Available

Moralising Global Markets
The Creativity of International Business Discourse
A. Cerne

- Explores how market actors working with in an international business setting are trying to create markets of morality across nations
- Provides real life case studies and empirical evidence based on interviews with practitioners
- Conceptualizes markets as interconnected in structure, actors and activities
- Allows readers to consider how morality can be established in the arena of markets
In investigating how international market actors create market morality on a global level, this book reflects on the unresolved questions and debates regarding the relationship between business and society. The author explores how market actors in […]

Contents

Fields of Interest
International Business; Corporate Social Responsibility; Human Resource Management; Market Research/Competitive Intelligence; Business Strategy/Leadership

September 2018
IX, 241 p. 71 illus. Hardcover.
148 x 210 mm
£ 89.99 | € 99.99 | $ 119.99
ISBN 978-3-319-75980-7
All Languages Rights Available

Advances in Systematic Creativity
Creating and Managing Innovations
L. Chechurin, M. Collan (Eds)

- Presents a collection of original contributions on TRIZ and systematic creativity
- Focuses upon three main themes; real world cases, management issues and education
- Appeals to an interdisciplinary audience with potential to employ TRIZ in a variety of fields
This book presents a collection of the most current research into systemic creativity and TRIZ, engendering discussion and the exchange of new discoveries in the field. With chapters on idea generation, decision making, creativity support tools, […]

Contents

Fields of Interest
Big Data/Analytics; Operations Research/Decision Theory; Management Education; Management

October 2018
X, 404 p. 71 illus. Hardcover.
148 x 210 mm
£ 109.99 | € 119.99 | $ 149.99
ISBN 978-3-319-78074-0
All Languages Rights Available
The Design Imperative
The Art and Science of Design Management
S. Chen

- Offers readers a manual on how to develop a "culture of innovation" in organizations, how to create breakthrough product and services, and how to optimize design processes
- Written accessibly, with theoretical and practical bases
- Challenges commonly-held theories on environments in which innovation happens

This book examines how to optimize design management processes in order to produce innovation within organizations. It first looks at how to harvest a culture of design and then examines topics specific to product and service design. Individual [...]

Contents

Fields of Interest
Innovation/Technology Management; Marketing; Services

Foundations of Prediction Markets
Modeling, Simulation, and Empirical Evidence
S. Chen, C. Tung, J. Yeh, B. Chie, C. Tai, H. Lin

- Provides a multidisciplinary treatment of prediction markets, including diverse perspectives from mathematical economics, agent-based modeling and simulation, econometrics, and other fields
- Gives a full demonstration of a rising new research field: computational, cognitive, and behavioral social science

A prediction market is designed to trade and predict future events. This book provides a comprehensive and multidisciplinary treatment of the prediction market. [...]}

Contents
Ch1 Introduction and Overview.- Ch2 Friedman Hayek and Information Aggregation.- Ch3 Testing Hayek Hypothesis: An Experimental Economic Approach .- Ch4 From Market Experiments to Prediction [...]}

Fields of Interest
Marketing; Statistics for Social Science, Behavioral Science, Education, Public Policy, and Law; R and D/Technology Policy; History of Economic Thought/Methodology

Series Title
Evolutionary Economics and Social Complexity Science

Marketing Food Brands
Private Label versus Manufacturer Brands in the Consumer Goods Industry
R. Chimhundu

- Responds to the call for researchers to examine other non-traditional marketing environments
- Explores the history of private label brands, providing definitions and background knowledge
- Examines the role of consumer choice in the context of fast moving consumer goods (FMCG)

With a special focus on private label food brands and manufacturer brands, this book provides a comprehensive overview of the fast-moving consumer goods marketing landscape. The author illustrates the volatile nature of the relationship between [...]}

Contents

Fields of Interest
Branding; Consumer Behavior; Project Management; Production; Manufacturing, Machines, Tools

July 2018
IX, 233 p. 6 illus. Hardcover.
148 x 210 mm
£ 99.99 | € 109.99 | $ 139.99
ISBN 978-3-319-78567-7
All Languages Rights Available

January 2019
Approx. 500 p. 50 illus., 20 illus. in color. Hardcover.
155 x 235 mm
£ 90.00 | € 99.99 | $ 139.00
ISBN 978-4-431-55229-1
All Languages Rights Available

May 2018
XVI, 293 p. 3 illus. Hardcover.
148 x 210 mm
£ 119.99 | € 139.99 | $ 159.00
ISBN 978-3-319-75831-2
All Languages Rights Available
Global Value Chains, Flexibility and Sustainability
J. Connell, R. Agarwal, Sushil, S. Dhir (Eds)

- Analyzes the concept of flexibility in the context of global value chains and sustainability of the same by cluster management, mergers and joint ventures
- Discusses flexible strategies for inventory management, talent management, strategic alignment, decision making, behavioral change and HR systems
- Examines the various initiatives intended to promote sustainability across respective value chains

This book provides a conceptual framework of global value chains, flexibility and sustainability, supported by research projects, case applications and models in various related areas organized into three parts. In the first part of the book, […]

Contents
Part 1: Global Value Chains.- Chapter 1. Valuation of Flexibility Initiatives along the Value Chain (Sushil).- Chapter 2. Exploiting Locational Resources in a World of Global Value Chains: […]

Fields of Interest
Supply Chain Management; Sustainability Management; Operations Research/Decision Theory; Production; Logistics

Series Title
Flexible Systems Management

May 2018
155 x 235 mm
£ 123.00 | € 139.99 | $ 159.00

All Languages Rights Available

Biblical Servant Leadership
An Exploration of Leadership for the Contemporary Context
S. Crowther

- Offers a study of servant leadership from the Christian perspective
- Compares contemporary models of leadership and how the model offered can be applied to the business world
- Views leadership as a behavior issue (external) as well as a character issue (internal)

This book explores the concepts from Scripture for Servant leadership and compare these findings with contemporary models of servant leadership. It is an examination of Christian leadership for the contemporary world in its global and increasing […]

Contents

Fields of Interest
Faith, Spirituality and Business; Business Strategy/Leadership; Positive Psychology; Biblical Studies

Series Title
Christian Faith Perspectives in Leadership and Business

August 2018
XVIII, 170 p. 4 illus. Hardcover.
148 x 210 mm
£ 74.99 | € 84.99 | $ 109.99
ISBN 978-3-319-89568-0

All Languages Rights Available

Entrepreneurship and the Industry Life Cycle
The Changing Role of Human Capital and Competences
S. Cubico, G. Favretto, J. Leitão, U. Cantner (Eds)

- Studies the complex relationship between entrepreneurship, innovation and knowledge competencies, considering industry dynamics
- Brings together leading international cases along the industry life cycle
- Provides solid theoretical reviews and robust empirical applications on knowledge competencies and human capital

Adopting evolutionary and behavioral approaches, this volume presents the latest research advances in knowledge competencies and human capital, as well as the changing structural dynamics, […]

Contents
PART I: Entrepreneurial and knowledge competencies.- Entrepreneurial Competencies: Comparing and Contrasting Models and Taxonomies.- Heterogeneity and the origin of the Founding Team: How the […]

Fields of Interest
Entrepreneurship; Institutional/Evolutionary Economics; Human Resource Management; Industrial Organization

Series Title
Studies on Entrepreneurship, Structural Change and Industrial Dynamics

June 2018
VI, 376 p. 35 illus. Hardcover.
155 x 235 mm
£ 123.00 | € 139.99 | $ 159.00
ISBN 978-3-319-89335-8

All Languages Rights Available
African Entrepreneurship
Challenges and Opportunities for Doing Business
L. Dana, V. Ratten, B. Q. Honyenuga (Eds)

- Explores the cultural and historical influences to highlight how business in Africa represents a unique challenge
- Discusses the regulatory framework that helps and hinders business in Africa
- Examines the different types of entrepreneurship emerging in Africa including the changing conditions for female and ethnic entrepreneurs

This book outlines the unique challenges and opportunities of doing business in Africa, analysing how varying degrees of development across its countries affects entrepreneurship. Taking into account historical and cultural contexts, the authors [...] 

Contents
1. Introduction to African Entrepreneurship; Leo-Paul Dana, Vanessa Ratten and Ben Q. Honyenuga.
2. Bringing Africa into Entrepreneurship Research; Vanessa Ratten and Paul Jones.
3. Tanzania as [...] 

Fields of Interest
Entrepreneurship; Emerging Markets/Globalization; African Business; Business Strategy/Leadership

Series Title
Palgrave Studies of Entrepreneurship in Africa

July 2018
XXII, 344 p. 6 illus. Hardcover. 148 x 210 mm
£ 123,00 | € 139,99 | $ 159.00
ISBN 978-3-319-73699-0
All Languages Rights Available

Gender, Class and Power
An Analysis of Pay Inequalities in the Workplace
T. Dawson

- Provides an examination of the barriers preventing women from achieving equal pay in the British printing industry
- Combines a practitioner and academic perspective
- Explores the theories behind gender discrimination and offers practical solutions

With a particular focus on the British printing industry, this book tackles the ongoing issue of pay inequality and examines the challenges facing many women today. [...] 

Contents

Fields of Interest
Human Resource Development; Diversity Management/Women in Business; Organizational Studies, Economic Sociology; Gender Studies; Business Ethics

May 2018
XVI, 267 p. 6 illus. Hardcover. 148 x 210 mm
£ 99,99 | € 109,99 | $ 139.99
ISBN 978-1-137-58593-6
All Languages Rights Available

Operations Management and Sustainability
New Research Perspectives
L. de Boer, P. Houman Andersen (Eds)

- Brings together topical research on operations management sustainability from across the globe
- Fulfils the need for operations management research which reflects the growing prominence of sustainability thinking in business and society
- Provides a much-needed basis for educators and researchers looking to build a coherent research programme centred on operations management and sustainability

This edited book presents cutting edge international research in operations management sustainability and topical research themes. As the sustainability agenda gains greater prominence and momentum throughout society, business actors and [...] 

Contents
Introduction to the theme and the book,- Sustainable operations Strategy and Management: an introduction chapter to section I,- Flexibility of environmental regulations and the impact on [...] 

Fields of Interest
Logistics; Supply Chain Management; Innovation/Technology Management

September 2018
XVII, 343 p. 34 illus. Hardcover. 148 x 210 mm
£ 109,99 | € 119,99 | $ 149.99
ISBN 978-3-319-93211-8
All Languages Rights Available
Advertising in Contemporary Consumer Culture
H. de Burgh-Woodman

- Analyses the works of renowned filmmakers from a marketing and advertising perspective
- Provides a multidisciplinary approach, focusing on film, media and culture studies and well as modern marketing
- Challenges tradition and explores the changing landscape of contemporary advertising

This is the first scholarly book dedicated to reading the work of contemporary filmmakers and their impact on modern marketing and advertising. Drawing from consumer culture theory, film and media studies, the author presents an expansive [...] 

Contents

Fields of Interest
Marketing; Media and Communication; Film and Television Studies; Cultural Theory

Decision Science in Action
Theory and Applications of Modern Decision Analytic Optimisation
K. Deep, M. Jain, S. Salhi (Eds)

- Provides practical and novel optimization techniques that can be adapted to a broad spectrum of applications ranging from Engineering to Finance
- Discusses theoretical studies that underpin some of the optimality conditions in nonlinear optimization

This book provides essential insights into a range of newly developed numerical optimization techniques with a view to solving real-world problems. Many of these problems can be modeled as nonlinear optimization problems, but due to their complex [...] 

Contents
Chapter 1: π Fraction-based optimization of the pmb antenna benchmarks.- Chapter 2: Benchmark function generators for single-objective robust optimisation algorithms.- Chapter 3: Convergence of [...] 

Fields of Interest
Operations Research/Decision Theory; Operations Research, Management Science; Statistics for Business/Economics/Mathematical Finance/Insurance

Series Title
Asset Analytics

Logistics, Supply Chain and Financial Predictive Analytics
Theory and Practices
K. Deep, M. Jain, S. Salhi (Eds)

- Presents the latest research developments in and analytics for logistics, inventory control, and supply chain management
- Addresses the forecasting of financial stock price and marketing strategies
- Covers budgetary allocation based on cost optimization

This book addresses a broad range of problems commonly encountered in the fields of financial analysis, logistics and supply chain management, such as the use of big data analytics in the banking sector. [...] 

Contents
Chapter 1: Co-operative/non-cooperative supply chain models for imperfect quality items with trade-credit financing.- Chapter 2: Determination of initial basic feasible solution for transportation [...] 

Fields of Interest
Big Data/Analytics; Supply Chain Management; Logistics; Financial Mathematics

Series Title
Asset Analytics
Performance Prediction and Analytics of Fuzzy, Reliability and Queuing Models

**Theory and Applications**

K. Deep, M. Jain, S. Sathi (Eds)

- Presents the latest fuzzy logic analytics
- Discusses recent developments in and analytics for queuing and reliability modeling

This book presents the latest developments and breakthroughs in fuzzy theory and performance prediction of queuing and reliability models by using the stochastic modeling and optimization theory. [...] 

**Contents**

Chapter 1: Mehar methods to solve intuitionistic fuzzy linear programming problems with trapezoidal intuitionistic fuzzy numbers.- Chapter 2: Solving lp models for multi-objective matrix games [...] 

**Fields of Interest**

Big Data/Analytics; Operations Research/Decision Theory; Quality Control, Reliability, Safety and Risk

**Series Title**

Asset Analytics

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Bhagavad Gītā and Leadership

**A Catalyst for Organizational Transformation**

S. Dhiman

- Presents the timeless wisdom to address modern leadership dilemmas
- Highlights the much needed moral and spiritual dimension of leadership in a most distinctive way
- Addresses contemporary positive leadership concepts such as values-based leadership, authentic leadership and servant leadership in a most unique and compelling manner

This book shows how the Bhagavad Gītā (part of the great Indian epic — the Mahābhārata) can be approached as a powerful tool for change management and as a catalyst for organizational transformation. It presents time-tested leadership [...] 

**Contents**


**Fields of Interest**

Business Strategy/Leadership; Faith, Spirituality and Business; Organization; Hinduism

**Series Title**

Palgrave Studies in Workplace Spirituality and Fulfillment

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Leading without Power

**A Model of Highly Fulfilled Leaders**

S. Dhiman

- Makes the function of leadership accessible at all levels of the organization
- Presents a broad-spectrum, 'grassroots approach to leadership' that is well-suited to effectively address the multifaceted issues faced by contemporary organizations and leaders
- Presents actionable strategies to address modern leadership dilemmas

This book approaches leadership as a matter of contribution and responsibility rather than as a position or a title—thus making it more accessible to all emergent leaders. It presents strategies for finding fulfillment in serving organizations [...] 

**Contents**


**Fields of Interest**

Business Strategy/Leadership

**Series Title**

Palgrave Studies in Workplace Spirituality and Fulfillment

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September 2018

VI, 250 p. 52 illus., 45 illus. in color. Hardcover. 155 x 235 mm
£ 109.99 | € 129.99 | $ 159.99

All Languages Rights Available

December 2018

272 p. 30 illus. Hardcover. 155 x 235 mm
£ 96.50 | € 109.99 | $ 129.00
ISBN 978-3-319-67572-5

All Languages Rights Available

April 2019

272 p. 30 illus. Hardcover. 155 x 235 mm
£ 96.50 | € 109.99 | $ 129.00
ISBN 978-3-319-70529-3

All Languages Rights Available
The Palgrave Handbook of Workplace Spirituality and Fulfillment
G. E. Roberts J. E. Crossman (Eds)

- Offers a clear and precise understanding about the domain of Workplace Spirituality and Workplace Fulfillment.
- Highlights the role and importance of spiritual dimension in leading oneself and others.
- Informs how to integrate spirituality more effectively into all aspects at the individual, team, and institutional level.
- Identifies recent trends and future directions in Workplace Spirituality.

This book presents an up-to-date and comprehensive survey of the field of Workplace Spirituality. It uses a structured yet open-ended schema to capture the best of research and practices on the subject.

Contents
Preface.- Mapping the Terrain.- Spiritual, Social and Emotional Intelligence.- Mindfulness at Work.- Nature, Meaning and Purpose at Work.- Servant Leadership and Followership.- Values-Based [..]

Fields of Interest
Faith, Spirituality and Business; Organization; Business Strategy/Leadership

Flexible Strategies in VUCA Markets
S. Dhir, Sushil (Eds)

- Provides a conceptual framework of ‘flexibility in volatile, uncertain, complex, and ambiguous’ supported by research projects/case applications and models in various related areas.
- Presents research and strategies for addressing uncertainty and the opportunities created by changes in the emerging markets.
- This book discusses the concepts of volatility, uncertainty, complexity, and ambiguity (VUCA) that are the core of various paradigms used in strategic management to understand competitive advantage as well as flexibility in organizational [..]

Contents
Chapter 1. Development Stages and Scaling Issues of Startups.- Chapter 2. Organizational initiatives for enhancing innovation in Indian Automobile Industry: An analytical study.- [..]

Fields of Interest
Business Strategy/Leadership; Innovation/Technology Management; Corporate Environmental Management; Human Resource Management; Corporate Governance; Start-Ups/Venture Capital

The Management of Global Careers
Exploring the Rise of International Work
M. Dickmann, V. Suutari, O. Wurtz (Eds)

- Critically explores the concept of inpatriation as well as expatriation as a viable means for MNCs to engage in the global marketplace.
- Highlights the future directions of global career research.
- Includes contributions from international leading experts in the career field.

Exploring global career issues in-depth, this important collection works at the intersection of career management and international HRM. It uses a multitude of perspectives to explore global career drivers, experiences and outcomes for [..]

Contents
1. The Multiple Forms and Shifting Landscapes of Global Careers; Michael Dickmann, Vesa Suutari, Olivier Wurtz - 2. Typologies of Internationally Mobile Employees; Maike Andresen, Michael [..]

Fields of Interest
Human Resource Development; International Business; Management; Careers in Business and Management; Management Education

All Languages Rights Available
Organizational Legitimacy
Challenges and Opportunities for Businesses and Institutions
E. Díez-De-Castro, M. Peris-Ortiz (Eds)

- Provides an integrative, clarify and reliable structure of the legitimacy typologies
- Examines factors that influence organizational legitimacy and the relationship between organizational legitimacy and overall organizational success
- Explores the application of organizational legitimacy in various fields and economic sectors

This volume explores organizational legitimacy in business, featuring examples from a variety of industries around the world. [...] [Contents]

Preface.- Chapter 1: An integrative and comprehensive legitimacy typology to evaluate the organizational legitimacy.- Chapter 2: Distinctive features of legitimate organizations.- Chapter 3: [...] [Fields of Interest]

Sustainability Management; Corporate Social Responsibility; Organization

June 2018
XII, 304 p. 50 illus., 45 illus. in color. Hardcover. 155 x 235 mm
£ 119.99 | € 139.99 | $ 159.00 ISBN 978-3-319-75989-0

All Languages Rights Available

Strategic Design and Innovative Thinking in Business Operations
The Role of Business Culture and Risk Management
H. Dincer, Ü. Hacioglu, S. Yüksel (Eds)

- Charts a multidimensional perspective to understand business operations strategy
- Unifies perspectives ranging from market competition theory to organizational behavior
- Helps readers understand the impact of technology and risk management on operations

Recently, rapid technological advances have been influencing the global business operations strategies at companies of all sizes like never before. At the same time, there has been a shift in business cultures due to the rising prevalence of [...] [Contents]

The Importance of Business and Organizational Environment.- The Effects of Strategic Design on Business Operations.- Strategic and Innovative Thinking.- Risk Management Activities in Business [...] [Fields of Interest]

Business Strategy/Leadership; Innovation/Technology Management; Risk Management

June 2018
VIII, 471 p. 53 illus., 36 illus. in color. Hardcover. 155 x 235 mm
£ 129.99 | € 149.99 | $ 179.00 ISBN 978-3-319-77621-7

All Languages Rights Available

Emerging Markets from a Multidisciplinary Perspective
Challenges, Opportunities and Research Agenda

- Examines issues that are relevant in Emerging Markets through collaborative research
- Establishes new conceptual and theoretical paradigms from multidisciplinary perspectives
- Highlights the unique characteristics of Emerging Markets that necessitates substantial adaptations of approaches employed in the Western world

This book examines prominent issues in the Emerging Markets (EM) from a variety of disciplines in order to make useful societal contributions through knowledge exchange. [...] [Contents]


Emerging Markets/Globalization; IT in Business; Innovation/Technology Management

April 2018
XXI, 425 p. 17 illus., 12 illus. in color. Hardcover. 155 x 235 mm
£ 129.99 | € 149.99 | $ 179.00 ISBN 978-3-319-75012-5

All Languages Rights Available
Entrepreneurship Education and Research in the Middle East and North Africa (MENA)
Perspectives on Trends, Policy and Educational Environment
N. Faghih, M. R. Zali (Eds)

• Sheds light on the facets and progress in entrepreneurship education in Middle East and North Africa
• Investigates the status of educational reforms and entrepreneurial support

This contributed volume explores and reveals the new developments, dynamics and recommendations for entrepreneurship education in the Middle East and North Africa (MENA) region.

Contents
1. Introduction.- Part I. Research by the Global Entrepreneurship Monitor (GEM) in the MENA Region.- 2. Background to the MENA Region.- 3. Entrepreneurial Activity in the MENA region.- 4. […]

Fields of Interest
Entrepreneurship; Emerging Markets/Globalization; Management Education; Innovation/Technology Management

Series Title
Contributions to Management Science

August 2018
XXVII, 361 p. 54 illus., 47 illus. in color. Hardcover.
155 x 235 mm
£ 119.99 | € 139.99 | $ 169.99
ISBN 978-3-319-90393-4

All Languages Rights Available

The Future of Tourism
Innovation and Sustainability
E. Fayos-Solà, C. Cooper (Eds)

• Presents the scientific, technological and cultural drivers for the future of tourism
• Considers alternative roles for tourism in the shaping of intelligent futures
• Analyzes an integrative framework for tourism futures based upon innovation
• Introduces policy and governance proposals for an inclusive and sustainable future of tourism

This book presents the foundations for the future of tourism in a structured and detailed format. The who-is-who of tourism intelligence has collaborated to present a definitive blueprint for tourism reflecting the role of science, market […]

Contents
Introduction: Innovation and the Future of Tourism.- Part I: Tourism Futures and the Technological Facets of Innovation.- Part II: Cultural Paradigms and Innovation.- Part III: Tourism Governance […]

Fields of Interest
Tourism Management; e-Business/e-Commerce; Public Policy; Sustainable Development; Business Information Systems; Knowledge Management

Series Title
Contributions to Management Science

September 2018
XXI, 337 p. 27 illus., 24 illus. in color. Hardcover.
155 x 235 mm
£ 70.50 | € 79.99 | $ 89.99
ISBN 978-3-319-89940-4

All Languages Rights Available

Building Leadership in Project and Network Management
A Facilitator’s Toolset
H. Franz, C. Kaletka, B. Pelka, R. Sarcina

• Serves as a guide on how to successfully establish leadership in project and network management
• Presents a rich set of tools and methods that make the book valuable across disciplines
• Offers a coherent approach on how to use network and facilitating techniques, particularly in non-heirarchical contexts

This book introduces readers to essential facilitation techniques for leadership in the contexts of project and network management. It provides method-based messages, a facilitator curriculum, and a veritable arsenal of 50 carefully selected and […]

Contents
Chapter 1: Introduction.- Chapter 2: Messages for facilitators and lateral leaders.- Chapter 3: Didactics and curriculum.- Chapter 4: Tools.- Chapter 5: Growing experience - from unconscious […]

Fields of Interest
Project Management; Business Strategy/Leadership; Management Education

Series Title
Management for Professionals

July 2018
XII, 317 p. 94 illus., 10 illus. in color. Hardcover.
155 x 235 mm
£ 70.50 | € 79.99 | $ 89.99
ISBN 978-3-319-78267-6

All Languages Rights Available
Navigating Innovation
How to Identify, Prioritize and Capture Opportunities for Strategic Success
B. Gailly

- Develop capabilities to identify, select and implement new opportunities in line with your objectives
- Reveals the common misconceptions of what innovation is, beyond new product development
- Learn how to convince multiple stakeholders to buy in to your strategy

Every firm must maintain an entrepreneurial ecosystem and a coherent innovation strategy in order to stay ahead of the competition. For managers this means being able to build a vision of what innovation looks like in the context of their [...]
Capacity Building in Technology Transfer
The European Experience
M. Granieri, A. Basso (Eds)

- First-of-its-kind volume on capacity building methodologies applied to technology transfer in European countries
- Presents a series of case studies that may be used as a benchmark and as teaching material
- Offers a holistic perspective that attempts to reconcile the theory and practice of organizing for technology transfer

This book tells the story of capacity building in Europe with respect to technology transfer offices and organizations (TTOs). 

Contents
Building capacity building in technology transfer. An introduction.- Part I Current status in capacity building.- European Commission initiatives supporting technology transfer.- Intervention [...] 

Fields of Interest
Innovation/Technology Management; R and D/Technology Policy; Engineering/Technology Education; Knowledge Management

Series Title
5xI - Springer for Innovation / SxI - Springer per l’Innovazione

Collaborative Innovation Networks
Building Adaptive and Resilient Organizations
F. Grippa, J. Leitão, J. Gluesing, K. Riopelle, P. Gloor (Eds)

- Combines the topic of resilience with collaborative innovation networks and social networks
- Features the emergent stream of research on the use and emergence of collaborative innovation networks in healthcare
- Provides use cases on how collaborative innovation networks are relevant in entrepreneurship

This unique book reveals how Collaborative Innovation Networks (COINS) can be used to achieve resilience to change and external shocks. COINS, which consist of ‘cyberteams’ of motivated individuals, [...] 

Contents
Part 1: ENTREPRENEURSHIP.- Chapter 1: Analyzing VC Influence on Startup Success: They Might Not Be Good For You .- Chapter 2: Resilient Community and Economic Development through Collaborative [...] 

Fields of Interest
Innovation/Technology Management; Entrepreneurship; Health Care Management; Business Strategy/Leadership; Health Economics

Series Title
Studies on Entrepreneurship, Structural Change and Industrial Dynamics

June 2018
XII, 244 p. 104 illus., 84 illus. in color. Hardcover. 
155 x 235 mm
£ 101,00 | € 114,99 | $ 129.00
ISBN 978-3-319-74294-6

All Languages Rights Available

Ethics for Social Impact
Ethical Decision-Making in Nonprofit Organizations
F. Handy, A. R. Russell

- Outlines the unique challenges facing nonprofits and ways to balance the needs of multiple stakeholders and bottom lines
- Portrays media coverage of well-known scandals involving large nonprofits
- Introduces a road map to ethical thinking by examining new and existing codes of ethics

This book outlines the various elements involved in ethical decision-making for nonprofit leaders, and whose rights to prioritize when facing complex situations. Nonprofit board members and employees are often placed in difficult situations, with [...] 

Contents

Fields of Interest
Non-Profit Organizations and Public Enterprises; Corporate Social Responsibility; Corporate Governance

Series Title
Studies on Entrepreneurship, Structural Change and Industrial Dynamics

June 2018
XI, 253 p. 7 illus. Hardcover. 
148 x 210 mm
£ 99,99 | € 109,99 | $ 139.99
ISBN 978-3-319-75039-2

All Languages Rights Available
Refugee Entrepreneurship
A Case-based Topography
S. Heilbrunn, J. Freiling, A. Harima (Eds)

- Includes case studies of refugee entrepreneurs originating from countries such as Syria, Iran and Afghanistan
- Helps the reader understand the experience of refugee entrepreneurs, adding another dimension to the debate around refugee policy
- Compares the similarities and differences between refugee entrepreneurship in different contexts

This pioneering book delves into refugee entrepreneurship - a major economic, political and social issue emerging as a top priority. Stories from Australia, Germany, Pakistan and many other countries, […]

Contents
1. Introduction; Sibylle Heilbrunn and Rosa Lisa Iannone.- 2. Umayyad: A Syrian Refugee Business in Bremen, Germany; Aki Harima, Manal Haimour and Jörg Freiling.- 3. The Story of the Syrian-German […]

Fields of Interest
Entrepreneurship; International Business; Human Resource Development; Business Strategy/Leadership

September 2018
XII, 282 p. 8 illus., 5 illus. in color. Hardcover.
148 x 210 mm
£ 99.99 | € 109.99 | $ 139.99
ISBN 978-3-319-92533-2

All Languages Rights Available

Small Business, Big Society
R. Hodder

- This book sets out a fresh and original understanding of the social importance of small businesses and of development and growth
- Provides a challenging and stimulating debate on the problems facing developed as well as developing societies
- Provides detail on behavior in small businesses in China and the Philippines

This book considers how small businesses stir up changes in social relationships and what these changes mean for wider society. From this emerges a challenging and provocative discussion on the problems facing both the developing and developed […]

Contents

Fields of Interest
Small Business; Organization; Development and Social Change

May 2018
XV, 211 p. 9 illus. Hardcover.
155 x 235 mm
£ 99.99 | € 109.99 | $ 139.99

All Languages Rights Available

Servant-Leaders in Training
Foundations of the Philosophy of Servant-Leadership
J. H. Horsman

- Provides a much-needed global framework for the subject of servant-leadership
- Links servant-leadership to human development theories, offering an interdisciplinary approach
- Identifies topics for future research

Guided by and complimenting the writings of Robert K. Greenleaf, this book aims to deepen, expand and extend the philosophy of servant-leadership. Proposing a grounding framework for the studies of leadership, training and development, the author […]

Fields of Interest
Business Strategy/Leadership; Faith, Spirituality and Business; Employee Health and Wellbeing; Human Resource Development; Organization

Series Title
Palgrave Studies in Workplace Spirituality and Fulfillment

September 2018
XIX, 196 p. 19 illus. Hardcover.
148 x 210 mm
£ 74.99 | € 84.99 | $ 109.99
ISBN 978-3-319-92960-6

All Languages Rights Available
The Wellbeing Workout
How to manage stress and develop resilience
R. Hughes, A. Kinder, C. L. Cooper

- Covers sixty different issues people experience at work and at home, from job satisfaction to managing anxiety
- Provides a ‘Spotlight’ to explain each issue, ‘Top Tips’ for how to practically deal with them and an ‘Action Plan’ for how to put those tips in practice
- Written by experts in mental health, counselling and organisational psychology

If you want to get physically fit you start working out. But if you want results, you can’t just do just any workout – you need one tailored to your own body’s needs and personal situation. It’s the same with wellbeing. What constitutes ‘stress’ […]

Contents
Workload (under/over). - Control and choice. - Targets and deadlines. - Managing rejection and criticism. - Working hours and time management. - Difficult boss, colleagues or customers. - Managing […]

Fields of Interest
Employee Health and Wellbeing; Popular Science in Business and Management; Human Resource Development; Health Psychology

Experiential Learning for Entrepreneurship
Theoretical and Practical Perspectives on Enterprise Education
D. Hyams-Ssekasi, E. F. Caldwell (Eds)

- Brings together a range of perspectives on experiential learning from around the world
- Provides case studies illustrating initiatives where experiential learning has been used for developing entrepreneurship
- Covers a wide range of business contexts including university incubators, the restaurant industry, voluntary organisations and a small family business

This topical new book provides an illuminating overview of enterprise education, and poses the question as to whether current establishments have adequate systems in place to prepare students for the world of work. […]

Contents
Part I. Experiential Learning in Education. - Chapter 1. Experiential Learning Philosophies of Enterprise and Entrepreneurship Education; Michael Breum Ramsgaard. - Chapter 2. Assessing Experiential […]

Fields of Interest
Management Education; Entrepreneurship; Career Skills; Careers in Business and Management; Coaching; Higher Education

Business Despite Borders
Companies in the Age of Populist Anti-Globalization
S. Iñiguez de Onzoño, K. Ichijo (Eds)

- Offers a timely rebuke to populist anti-globalization rhetoric
- Collects case studies of innovative companies from across the globe
- Provides key lessons for companies looking to expand their international operations

Globalization has been a key force in the development of business in recent decades. But with nationalism on the rise in Europe, the United States and elsewhere, the future of global trade and international business has been thrown into doubt. […]

Contents
1 Business Globalization: The nightmare of populism and the hopes brought by technology. - 2 The Governance of Change: How companies and governments should adapt to technological disruption. - 3 The […]

Fields of Interest
International Business; Business Strategy/Leadership; Popular Science in Business and Management; Innovation/Technology Management; Corporate Social Responsibility

September 2018
X, 342 p. 5 illus., 3 illus. in color. Softcover. 148 x 210 mm
£ 22.99 | € 24.99 | $ 29.99
ISBN 978-3-319-92551-6

All Languages Rights Available

July 2018
XXI, 270 p. 8 illus. Hardcover. 148 x 210 mm
£ 119.99 | € 139.99 | $ 169.99
ISBN 978-3-319-90004-9

All Languages Rights Available

June 2018
XVII, 230 p. 35 illus., 29 illus. in color. Hardcover. 155 x 235 mm
ISBN 978-3-319-76305-7

All Languages Rights Available
Organizational Justice in Mergers and Acquisitions
Antecedents and Outcomes
N. Jackson

- Provides empirical case studies which analyse the impact of mergers and acquisitions on employee behavior
- Highlights the importance of perceived fairness to the relationship between employees and organizations
- Considers the effect of mergers and acquisitions at both an individual and organizational level

This book provides a unique account of how perceived justice is influenced by various aspects of an organizational merger and investigates the impact on behavior for those involved in the process. […]

Contents

Fields of Interest
Business Strategy/Leadership; Organization

Sustainable Fashion
Governance and New Management Approaches
S. M. Jastram, A. Schneider (Eds)

- Provides a comprehensive management view on sustainable supply chains in the fashion industry as well as current business challenges and best practice solutions to sustainable fashion
- Provides insider knowledge on international political frameworks and governance initiatives
- Presents new and previously unreleased case studies from leading multinational brands as well as from innovative, small fashion start-ups and entrepreneurs

This edited volume comprises ideas, visions, strategies, and dreams of entrepreneurs, managers, scientists and political experts who share their best practice experience relating to the joint goal of a more sustainable, humanistic, and […]

Contents
Introduction.- Part I: Governance and Regulation.- Part II: Management Approaches and Business Cases.- Conclusion.

Fields of Interest
Sustainability Management; Sustainable Development; Business Ethics; Business Strategy/Leadership; Industries

Series Title
Management for Professionals

Foundational Research in Entrepreneurship Studies
Insightful Contributions and Future Pathways

- This is the first systematic effort to reveal the classical articles in entrepreneurship research and their impact on subsequent scholarship
- The book is beneficial to entrepreneurship students as well as entrepreneurship researchers and scholars
- This book represents collective wisdom of a large team of editors and authors, who are all committed to make this book a must-have for every scholar in the field

This book draws attention to the classic, seminal articles in entrepreneurship that have made profound contributions to the field’s emergence, development, and maturity. […]

Contents

Fields of Interest
Entrepreneurship; Business Strategy/Leadership

September 2018
XV, 321 p. 8 illus. Hardcover. 148 x 210 mm
£ 89.99 | € 99.99 | $ 119.99
ISBN 978-3-319-92635-3

All Languages Rights Available

June 2018
VIII, 167 p. 7 Illus. Hardcover. 155 x 235 mm
£ 61.99 | € 69.99 | $ 79.99
ISBN 978-3-319-74366-0

All Languages Rights Available

June 2018
XV, 274 p. 7 Illus. Hardcover. 148 x 210 mm
£ 99.99 | € 114.99 | $ 129.00
ISBN 978-3-319-73527-6

All Languages Rights Available
System Performance and Management Analytics
P. K. Kapur, Y. Klochkov, A. K. Verma, G. Singh (Eds)

- Provides a comprehensive guide to business analytics for readers from various branches of engineering and management
- Establishes a common dashboard across various teams and organizations by helping accelerate time-to-value with the implementation of business intelligence within the base
- Helps companies anticipate technological trends, prioritize resources, deliver automation and services, and continually improve their services and align them with overall business goals

This book shares key insights into system performance and management analytics, demonstrating how the field of analytics...

Contents
Use of Bayesian Networks for System Reliability Assessment.
An Improved Method of Predicting Code Merge Conflicts and Selecting Optimal Code Branching Strategy in an Enterprise.
Reliability...

Fields of Interest
Big Data/Analytics; Operations Management; Quality Control, Reliability, Safety and Risk; Sustainability Management; Performance and Reliability; System Performance and Evaluation

Series Title
Asset Analytics

August 2018
X, 418 p. 114 illus., 74 illus. in color. Hardcover.
155 x 235 mm
£ 119.99 | € 139.99 | $ 169.99

All Languages Rights Available

Digital India
Reflections and Practice
A. K. Kar, S. Sinha, M. P. Gupta (Eds)

- Examines issues that are relevant to digital government in order to identify new avenues of research and application that align with national priorities
- Establishes new conceptual and theoretical strategies from multidisciplinary perspectives
- Highlights the role of Sustainable Development Goals (SDGs) and how their complicated agenda for governments requires a new orientation and approach for policy design and implementation

This book offers a multidisciplinary resource on digital government, while specifically focusing on its role within the emerging market of India. The Government of India...

Contents
Chapter 1: The Driving Forces behind Customer Retention in a Digitized World: Evidence from India.
Chapter 2: Activity recognition and dementia care in smart home.
Chapter 3: Role of...

Fields of Interest
Business Information Systems; Governance and Government; Emerging Markets/Globalization

Series Title
Advances in Theory and Practice of Emerging Markets

June 2018
XII, 284 p. 42 illus., 20 illus. in color. Hardcover.
155 x 235 mm
£ 99.99 | € 114.99 | $ 129.00
ISBN 978-3-319-78377-2

All Languages Rights Available

Innovation and Transformation
Basics, Implementation and Optimization
M. Kaschny, M. Nolden

- Provides a novel method of innovation management based on the enterprise transformation cycle
- Supports the whole corporate landscape surrounding innovation within and outside the organization
- Addresses a wide range of aspects such as property rights, financing, marketing, tools, organization, human resource management

This book discusses a six-step transformation cycle in which the tasks of innovation management – ranked according to their relevance for companies – are placed in a systematic order. Presenting an in-depth discussion on innovation and...

Contents
Economic Factor Innovations.
Business Transformation.
Strategy and Positioning.
Processes and Roles.
Organizational Structures.
Personnel and Abilities.
Systems and Tools.
Corporate...

Fields of Interest
Innovation/Technology Management; Knowledge Management; Entrepreneurship; Human Resource Management; Business Strategy/Leadership

Series Title
Management for Professionals

June 2018
155 x 235 mm
£ 61.99 | € 69.99 | $ 79.99
ISBN 978-3-319-78523-3

All Languages Rights Available
The Social Construction of Knowledge in Mission-Critical Environments
Lessons from the Flight Deck
T. Katerinakis

- Examines knowledge construction from a human communication perspective, using a ground theory approach
- Features in-depth case studies of flight scenarios including fighter pilots, controllers and accident investigators
- Considers implications for how knowledge is created in other high-risk, mission-critical environments

This volume analyzes real in-flight communications to explain the dynamics of knowledge construction. With the use of a grounded theory approach, real-life scenarios for in-depth interviews with aviation informants were developed and analyzed […]

Contents
Part 1: Background and Communication Phenomena In Aviation.- Chapter 1: Introduction.- Chapter 2: Communication and Humad Factors Phenomena In Aviation Transmit Knowledge.- Part 2: Flights, […]

Fields of Interest
Knowledge Management; Innovation/Technology Management; R and D/Technology Policy

Series Title
Innovation, Technology, and Knowledge Management

July 2018
XXXI, 237 p. 38 illus., 7 illus. in color. Hardcover. 155 x 235 mm
£ 99.99 | € 109.99 | $ 139.99
ISBN 978-3-319-91013-0

All Languages Rights Available

SMART Supply Network
A. Kawa, A. Maryniak (Eds)

- Highlights innovative tools, technologies, methods, and instruments for supply network management
- Contains both theoretical and practical approaches presented by academics and managers
- Presents the main problems and challenges involved in introducing the new SMART solutions

This book describes approaches, opinions, and concepts for new and emerging solutions and technologies that could be successfully applied in the configuration, optimization and management of supply networks in the highly volatile environment of […]

Contents

Fields of Interest
Operations Management; Industrial and Production Engineering; Sustainable Development

Series Title
EcoProduction

July 2018
X, 257 p. 40 illus., 25 illus. in color. Hardcover. 155 x 235 mm
£ 99.99 | € 109.99 | $ 139.99
ISBN 978-3-319-91667-5

All Languages Rights Available

Integrated Business Planning
How to Integrate Planning Processes, Organizational Structures and Capabilities, and Leverage SAP IBP Technology
R. Kepczynski, R. Jandhyala, G. Sankaran, A. Dimofte

- Describes the Integrated Business Planning from the perspective of business and technology practitioners
- Covers in one book people, process and technology integration as key to success
- Considers operational, tactical and strategic process implications

This book presents a comprehensive introduction to Integrated Business Planning (IBP), building on practitioner’s experience and showcasing the value gains when moving from disconnected planning to IBP. […]

Contents
Recent past disconnected planning.- Why move to integrated business planning.- What makes integrated business planning.- How to run IBP - use cases.- How to manage organization and capability […]

Fields of Interest
Business Process Management; Information Systems Applications (incl. Internet); Sales/Distribution; Supply Chain Management; Business Information Systems

Series Title
Management for Professionals

June 2018
XIII, 264 p. 237 illus., 99 illus. in color. Hardcover. 155 x 235 mm
£ 79.00 | € 89.99 | $ 99.00
ISBN 978-3-319-75664-6

All Languages Rights Available
External Auditing and Quality
I. Kesimli

- Focuses on factors impacting audit quality, and solutions to these problems
- Provides a thorough outlook of Turkish audit market
- Assists practitioners to successfully re-engineer organizational structures in accordance with fresh regulations

This book focuses on factors impacting audit quality, and solutions to these problems. In addition to elaborating on legislation in the European Union and United States, the book also provides a thorough outlook of Turkish audit market from the [...] contents

Fields of Interest
Accounting/Auditing

Series Title
Accounting, Finance, Sustainability, Governance & Fraud: Theory and Application

August 2018
XXXVI, 327 p. 71 illus., 66 illus. in color. Hardcover.
155 x 235 mm
£ 99.99 | € 109.99 | $ 139.99

All Languages Rights Available except Turkish

Traffic Flow Modelling
Introduction to Traffic Flow Theory Through a Genealogy of Models
F. Kessels

- Provides a comprehensive and cutting-edge review of traffic flow models, including the latest developments
- Includes problem sets that offer readers further insights into the models and hands-on experience with simulation approaches
- Enables readers to combine models, so as to take advantage of their respective strengths

This book introduces readers to the main traffic flow modelling approaches and discusses their features and applications. It provides a comprehensive and [...] contents

Fields of Interest
Operations Research/Decision Theory; Logistics; Engineering Economics, Organization, Logistics, Marketing; Operations Research, Management Science

Series Title
EURO Advanced Tutorials on Operational Research

August 2018
XVI, 131 p. 58 illus., 8 illus. in color. Hardcover.
155 x 235 mm
£ 64.99 | € 74.99 | $ 89.99
ISBN 978-3-319-78694-0

All Languages Rights Available

Down the Rabbit Hole of Leadership
Leadership Pathology in Everyday Life
M. F.R. Kets de Vries

- Analyses how people in positions of leadership project their personal neuroses
- Examines dysfunction in everyday life in organizations, from personal behavior to executive pay
- Includes a brief anecdote to clearly illustrate the ideas in each chapter

In the previous book in this series, Manfred Kets de Vries observed the experiences of leaders on a rollercoaster ride through their professional and personal lives. [...] contents

Fields of Interest
Business Strategy/Leadership; Coaching; Consulting, Supervision and Coaching

September 2018
XIV, 170 p. Hardcover.
148 x 210 mm
£ 22.99 | € 24.99 | $ 29.99
ISBN 978-3-319-92461-8

All Languages Rights Available
Decision Making and Performance Evaluation Using Data Envelopment Analysis

D. Khezrimotlagh, Y. Chen

- Offers a clear overview of the most useful elementary and advanced concepts in DEA
- Many of the techniques and models are being used in OR, Economics, and Productivity
- End-of-chapter exercises in each chapter

This book offers new transparent views and step-by-step methods for performance evaluation of a set of units using Data Envelopment Analysis (DEA). The book has twelve practical chapters. [...]

Contents

Fields of Interest
Operations Research/Decision Theory; Operations Research, Management Science; Industrial and Production Engineering

Series Title
International Series in Operations Research & Management Science

Asian Youth Travellers Insights and Implications

C. Khoo-Lattimore, E. C. L. Yang (Eds)

- Covers the latest trends relevant to young Asian travellers, for example, educational tourism, adventure tourism, and working holidays
- Provides tourism researchers, students, and practitioners a consolidated, comprehensive, and up-to-date reference for the understanding of Asian travellers
- Offers a previously absent non-Western-centric perspective on Asian youth travellers

This book offers a bird’s-eye view of the current trends, opportunities, and challenges related to Asian youth travellers, and it also presents a holistic framework for future research to build upon. [...]

Contents
1. Asian youth tourism: Contemporary trends, cases and issues BY Catheryn Khoo-Lattimore and Elaine Chiao Ling Yang.- 2. An insight into the motivations of Thai Working and Holiday Makers (WHMs) [...]

Fields of Interest
Tourism Management; Asian Culture; Youth Culture

Series Title
Perspectives on Asian Tourism

The Digitization of Business in China
Exploring the Transformation from Manufacturing to a Digital Service Hub

Y. Kim, P. Chen (Eds)

- Investigates the main social background that has allowed for such radical changes in B2B businesses.
- Focuses on qualitative research combined with contemporary data rather than statistical analysis, enabling readers to apply the findings to other digital business scenarios
- Suggests future directions of research in this emerging area

One of the first of its kind, this book examines the digitalization of Chinese businesses both theoretically and practically. Taking a fresh and unique approach, the authors seek to adopt individual theories for each empirical case explored and [...]

Contents

Fields of Interest
Asian Business; Consumer Behavior; Innovation/Technology Management; Asian Business; Industries

Series Title
Palgrave Macmillan Asian Business Series
Enterprise Portfolio Governance
How Organisations Optimise Value From Their Project Portfolios
M. Knapp

- Dispels many misunderstandings regarding 3P governance by clearly articulating the differences between governance and management
- Uses the language of corporate governance, making 3P governance more comprehensible to senior managers
- Describes key governance practices in such a way that individuals taking on a governance role will immediately appreciate what they need to do, and what behaviours they need to change

This book argues that the appropriate application of the principles and practices of corporate governance to organisational portfolio, program, […]

Contents
Part A: Why Governance is Critical To 3P Outcomes.- Chapter 1: Why Governance Matters.- Chapter 2: Governance and Organisation Project Maturity.- Chapter 3: What is 3P Governance?- Chapter 4: […]

Fields of Interest
Project Management; Business Process Management; Corporate Governance; Business Consulting

Series Title
Management for Professionals

Collaborative Dynamic Capabilities for Service Innovation
Creating a New Healthcare Ecosystem
M. Kodama (Ed)

- Places emphasis on real world applicability and engages in theory from the practical context of a business practitioner
- Explores an example of one of the most advanced service innovation globally
- Offers solutions that are applicable throughout all industries

Exploring the theoretical concept of collaborative dynamic capabilities, this book illustrates how service innovation can be achieved in an era of technological convergence. Focusing on e-healthcare systems within hospitals and private […]

Contents

Fields of Interest
Innovation/Technology Management; Health Care Management; e-Business/e-Commerce; Business Strategy/Leadership; Software Management

Practices and Tools for Servitization
Managing Service Transition
M. Kohtamäki, T. Baines, R. Rabetino, A. Z. Bigdeli (Eds)

- Covers theoretical and practical approaches to servitization
- Includes contributions from top scholars in the field
- Provides tools and frameworks to facilitate servitization within companies

This edited book intends to provide knowledge on tools and practices of servitization to facilitate the formulation and implementation of servitization-based strategies, service infusion and manufacturing service transition globally. […]

Contents
1 Practices in servitization.- 2 Are you ready for servitization? A tool to measure servitization capacity.- 3 Measuring servitization.- 4 Business models in servitization.- 5 Value constellations […]

Fields of Interest
Innovation/Technology Management; Operations Management
Marketing Wisdom
K. Kompella (Ed)

- Highlights new-gen ideas based on established principles
- Enables readers to familiarize themselves with essential marketing concepts without reading an entire book on each topic

This book represents the work of some of the contemporary world leaders in marketing. The contributors are authors of a set of path-breaking books on marketing. To ensure sufficient depth of coverage, the contributors have taken the essence of [...]"}

Contents
Extreme Trust: The Competitive Necessity of Proactive Trustworthiness.- Net Promoter Score and its Successful Application.- Focus on ROE (Return on Empathy) to Increase ROI.- Marketing With [...]"}

Fields of Interest
Online Marketing/Social Media; Market Research/Competitive Intelligence; Corporate Communication/Public Relations; Customer Relationship Management; Media Management

Series Title
Management for Professionals

Tourist Behavior
An Experiential Perspective
M. Kozak, N. Kozak (Eds)

- Sheds light on the interplay of tourism consumption and tourist experiences
- Discusses tourist behavior in a wide range of contexts
- Provides a wealth of case studies on specific aspects of tourist behavior

This book examines and analyzes tourism consumption and tourist experiences, employing a systematic and case study-driven perspective. Covering approaches with a wider geographical background, it considers issues like tourism place experience and [...]"

Contents
Introduction.- Tourism place experience and co-creation.- Understanding the Behaviour of Tourists on Guided Tours.- Visitors Experiences, Expectations and Satisfaction in Trade Shows and [...]"

Fields of Interest
Tourism Management; Consumer Behavior; Applied Psychology

Series Title
Tourism, Hospitality & Event Management

How Organizations Manage the Future
Theoretical Perspectives and Empirical Insights
H. Krämer, M. Wenzel (Eds)

- Brings together a range of perspectives in sociology and management
- Provides empirical case studies to demonstrate the different approaches to managing for the future
- Draws on meta-theoretical perspectives such as practice theory and systems theory

This pioneering edited collection explores the question of how organizations manage the future. Moving away from traditional research which focuses on the past, the editors problematize the future as an inherent but under-examined part of [...]"

Contents
1. Introduction: Managing the Future – Foundations and Perspectives; Matthias Wenzel and Hannes Krämer.- Part I. Philosophical Perspectives.- 2. From Defuturization to Futurization and Back Again? [...]"

Fields of Interest
Organization; Project Management; Business Strategy/Leadership; Human Resource Management; Organizational Studies, Economic Sociology
Innovation in High Reliability Ambidextrous Organizations
Analytical Solutions Toward Increasing Innovative Activity
J. Kraner

- Derives and illustrates 16 steps that lead to driving successful innovation within innovation-averse companies
- Contributes to the growing scientific body on organizational ambidexterity
- Develops models that explain and support situations and actions that lead to a successful innovation

Companies need to invest in innovation in order to ensure their long-term survival. This book focuses on how and why key players support or obstruct the implementation of a technological innovation in ambidextrous organizations, and how the [...] 

Contents
Chapter 1. Introduction.- Chapter 2. Literature review and theoretical propositions.- Chapter 3. Methods.- Chapter 4. Empirical results.- Chapter 5 Discussion of the results.- Chapter 6. [...] 

Fields of Interest
Innovation/Technology Management; Organization; Knowledge Management

Series Title
Contributions to Management Science

Future Telco
Successful Positioning of Network Operators in the Digital Age
P. Krüssel (Ed)

- Provides valuable insights into the latest developments of the telecommunications industry
- Presents a comprehensive collection of strategic and technical trends, reported on by industry experts
- Includes a wealth of practical recommendations based on real-world projects

This book examines the extensive changes in markets, technologies and value chains that telecommunication companies are currently confronted with. It analyzes the crossroads they have reached and the choices that now need to be made – to be a bit [...] 

Contents

Fields of Interest
Services; Information Systems and Communication Service; Communications Engineering, Networks; Innovation/Technology Management; Business Strategy/Leadership; IT in Business

Series Title
Management for Professionals

Customer Relationship Management Concept, Strategy, and Tools
V. Kumar, W. Reinartz

- Comprehensive and state-of-the-art treatment of CRM strategy, concepts, and tools
- Contains numerous cases and examples, thus making the material highly accessible and applicable
- Presents the latest developments in metrics, practices, and substantive domains (e.g. CRM in social media)

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the [...] 

Contents

Fields of Interest
Customer Relationship Management; Big Data/Analytics; Business Strategy/Leadership

Series Title
Springer Texts in Business and Economics

May 2018
XXIV, 222 p. 17 illus. Hardcover. 155 x 235 mm
£ 101.00 | € 114.99 | $ 129.00
ISBN 978-3-319-74925-9

All Languages Rights Available

July 2018
XIV, 420 p. 102 illus., 10 illus. in color. Hardcover. 155 x 235 mm
£ 70.50 | € 79.99 | $ 89.99
ISBN 978-3-319-77723-8

All Languages Rights Available

September 2018
XXIV, 411 p. 115 illus. in color. Hardcover. 178 x 254 mm
£ 52.99 | € 59.99 | $ 79.99
ISBN 978-3-662-55380-0

All Languages Rights Available
Strategies in Failure Management
Scientific Insights, Case Studies and Tools
S. Kunert (Ed)

- Analyses failure in businesses and consulting with empirical research findings
- Features case studies to illustrate practical consequences of different strategies
- Offers useful tools to manage failures in everyday business

This book offers a comprehensive overview of failure in business, management and consulting. It features contributions by experts from diverse fields, who share unique insights from their real-life experiences.

Contents
Failure Inside Companies: Failure in Organizational Change.
Failure in Innovation: Is There Such a Thing?
Failure in Projects: Failure in Teams - Why Successful Teams Do Not Fail (so Often).

Fields of Interest
Business Strategy/Leadership; Human Resource Management; Project Management; Industrial and Organizational Psychology

Series Title
Management for Professionals

June 2018
XXVIII, 327 p. 76 illus. Hardcover. 155 x 235 mm
£ 70.50 | € 79.99 | $ 89.99
ISBN 978-3-319-72756-1

All Languages Rights Available

Achieving Organizational Excellence
A Quality Management Program for Culturally Diverse Organizations
F. Lasrado

- Introduces key concepts of quality management for assessing organizational excellence in cross-cultural environments
- Includes scenarios, mini cases and comprehensive cases
- Provides evidence for different theoretical approaches that enable business excellence

This book bridges two essential aspects of assessing and achieving business excellence in 21st-century organizations. The author argues that transnational companies face a twofold challenge: managing global knowledge networks and multicultural.

Contents
Introduction to Business Excellence.
Organizations Achieve Excellence Through Quality Awards.
Legacy of Excellence: The Case of the United Arab Emirates (UAE).
Excellence in Action.

Fields of Interest
Organization; Business Strategy/Leadership; Cross-Cultural Management; Emerging Markets/Globalization

Series Title
Management for Professionals

May 2018
X, 193 p. 18 illus. Hardcover. 155 x 235 mm
£ 61.99 | € 69.99 | $ 79.99
ISBN 978-3-319-70074-8

All Languages Rights Available

Talent Management in Global Organizations
A Cross-Country Perspective
M. Latukha (Ed)

- Investigates talent management strategies and practices of MNCs in four different cultural settings
- Provides an insight into how special economic and cultural contexts influence talent management
- Gives a comprehensive overview of the peculiarities of talent management in different countries, embracing almost all possible talent management practices’ implementations

This book explores the implications of talent management in four practical settings across the globe.

Contents
Part I. The Asia-Pacific Perspective.
2. The Asia-Pacific Perspective: Cultural.

Fields of Interest
Cross-Cultural Management; Emerging Markets/Globalization; Knowledge Management; Management Education

Series Title
Palgrave Studies of Internationalization in Emerging Markets

September 2018
X, 412 p. Hardcover. 148 x 210 mm
£ 131.50 | € 149.99 | $ 179.00
ISBN 978-3-319-76417-7

All Languages Rights Available
Leveraging the Power of Servant Leadership
Building High Performing Organizations
J. Laub

- Presents a research-based model for servant leadership and then connects that model to current issues in leadership studies
- Presents a typology for Leadership and Servant Leadership terms to address the key confusion points within these concepts
- Offers a non-traditional approach to the understanding and practice of leadership

This book provides a consistent model to understand leadership as a dynamic combination of vision, action, mobilization, and change. It puts servant leadership into a historical and theoretical context while providing a research-based approach [...] 

Contents

Fields of Interest
Business Strategy/Leadership; Business Ethics; Organization

Series Title
Palgrave Studies in Workplace Spirituality and Fulfillment

July 2018
XXV, 335 p. 20 illus. Hardcover. 148 x 210 mm
£ 89.99 | € 99.99 | $ 119.99
ISBN 978-3-319-77142-7
All Languages Rights Available

Open Innovation Business Modeling
Gamification and Design Thinking Applications
J. Leitão

- Uses absorptive capacity and open innovation approaches to present a new business modeling tool for fostering innovation in SMEs
- Provides a unique gamification perspective of business models
- Provides an innovative tool based on the gamification approach for designing open innovation business models

This monograph provides a new perspective on business modeling in small and medium-sized enterprises (SMEs). It builds on the theoretical framework on innovation and revisits the Zahra and George (2002) model on absorptive capacity and other [...] 

Contents

Fields of Interest
Small Business; Innovation/Technology Management; Business Strategy/Leadership

Fields of Interest
Management; Innovation/Technology Management

September 2018
XV, 127 p. 10 illus. Hardcover. 155 x 235 mm
£ 79.99 | € 89.99 | $ 109.99
ISBN 978-3-319-91281-3
All Languages Rights Available

Adoptive Management Innovation
H. Lin

- Presents a two-subprocess framework consisting of adoption decision and implementation
- Describes a three-dimension decision framework
- Offers a measuring scale for adoptive management innovation

This book discusses adoptive management innovation, which has been successfully implemented in other areas. It proposes a theory on this field by considering the importance and popularity of adoptive management innovation in China and around the [...] 

Contents
Chapter 1. Introduction. - Chapter 2. Literature review. - Chapter 3. The process of adoptive management innovation. - Chapter 4. The decision making of adoptive management innovation. - Chapter 5. The [...] 

Fields of Interest
Management; Innovation/Technology Management

May 2018
XV, 228 p. Hardcover. 155 x 235 mm
£ 101.00 | € 114.99 | $ 129.00
ISBN 978-981-10-7711-1
All Languages Rights Available
Global Outsourcing Discourse
Exploring Modes of IT Governance
E. Lioliou, L. P. Willcocks

- Explores two new theoretical lenses and applies them to real-life outsourcing studies
- Employs Transaction Cost Economics (TCE) and Foucauldian perspectives on the same case material
- Incorporates the perspectives of both client and supplier organizations
- Examines five outsourcing relationships longitudinally over time

The aim of this book is to investigate the discursive power of two original, theoretical lenses when applied to real outsourcing arrangements and phenomena.

Contents
Introduction: The Global Outsourcing Discourse.- Studies of IT Outsourcing.- Transaction Cost Theory and Beyond.- Global Offshore Outsourcing In Insurance.- Global Outsourcing in Banking and [...]
Leadership for National and Social Change
Lived Experiences of South African Business Leaders
S. A. Lynham, R. G. Taylor
• Uses a substantially phenomenological approach to capture, unveil, and describe atypical examples of business leadership
• Offers an oral history of the lived experiences of a selected group of South African business leaders in the decade preceding the end of apartheid
• Suggests current and future applicability of the lessons learned in South Africa for responsible business leadership and change
This book identifies the role of business as an agent of social and political change in South Africa. It speaks to the potential role that businesses could play in influencing society towards equitable political and national goals. It explores […]

Contents
Part I. On becoming the polecats of the world.- Part II. Ties that bind.- Part III. Earning the right to stand up as one.- Part IV. Being a jelly fish.- Part V. The power of one.- Part VI. Leaving […]

Fields of Interest
Business Strategy/Leadership; Corporate Governance; Business Ethics

Series Title
Palgrave Studies in African Leadership

Strategic Human Resource Management and Employment Relations
An International Perspective
A. Malik (Ed)
• Provides a single resource for research analysis and case-study-based learning
• Presents a pedagogical blend of problem-based learning and participant-centred learning approaches
• Offers a wide range of global perspectives through a diverse collection of international cases
This book analyses a collection of key strategic human resource management (HRM) and employment relations (ER) topics. The book follows a unique pedagogical design employing problem-based learning and participant-centred learning approaches, both […]

Contents
Chapter 1: Introduction.- Chapter 2: Strategy and HRM.- Chapter 3: Best fit or best practice.- Chapter 4: Resource-based view of the firm.- Chapter 5: Institutional theory and SHRM & ER.- Chapter […]

Fields of Interest
Human Resource Management; Organization; Business Strategy/Leadership

Series Title
Springer Texts in Business and Economics

Transnational Entrepreneurship
Issues of SME Internationalization in the Indian Context
M. J. Manimala, K. P. Wasdani, A. Vijaygopal (Eds)
• Provides a concise overview of barriers to and facilitation of SME internationalization in emerging economies, and how this internationalization is influenced by both individual and firm-level resources
• Discusses contemporary issues in the nascent field of Transnational Entrepreneurship, especially in the South Asian context, and outlines newer perspectives about the role of organizational transformation in internationalization of SMEs

Contents
Part I: Introduction - Chapter 1. Internationalization of SMEs: The Role of Strategies, Resources and the Ecosystem.- Part II: Individual and Firm-level Resources for Internationalization.- […]

Fields of Interest
Entrepreneurship; International Business; Non-Profit Organizations and Public Enterprises

Series Title
Entrepreneurship and Development in South Asia: Longitudinal Narratives
Engaged Leadership: Transforming through Future-Oriented Design Thinking
J. Marques, S. Dhiman (Eds)

- Examines leadership from individual, organizational and global perspectives
- Emphasizes the well-being of broad stakeholder groups
- Ties the concept of inclusion with innovation and ownership

This professional book examines the concept of engaged leadership. [...]

Contents
Part I: Engaged Leadership Development at the Personal Level.- Ch 1 Awakened Leadership.- Ch 2 Self-Leadership.- Ch 3 The Ego-Soul Dynamics of Leadership Development.- Ch 4 Visionary Leadership in [...]

Fields of Interest
Business Strategy/Leadership; Corporate Social Responsibility; Non-Profit Organizations and Public Enterprises; Sustainability Management

Series Title
Management for Professionals

May 2018
VIII, 356 p. 20 illus., 13 illus. in color. Hardcover. 155 x 235 mm
£ 69.99 | € 79.99 | $ 89.99
ISBN 978-3-319-72220-7

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Leading by Coaching: How to deliver impactful change one conversation at a time
N. Marson

- Combines the latest research into how the brain works with Gestalt Coaching principles
- Contains interviews with over 20 CEOs and industry leaders
- Illuminates a holistic approach developed over fifteen years of coaching blue chip clients

Leadership used to be about telling people to go where you sent them—now it’s about persuading them to come with you. [...]

Contents
Chapter 1: Your parallel mind.- Chapter 2: Looking in your mirror.- Chapter 3: Finding your authentic voice.- Chapter Four: Person centred coaching.- Chapter Five: Leadership coaching.- Chapter [...]

Fields of Interest
Coaching; Popular Science in Business and Management; Human Resource Development; Business Strategy/Leadership

October 2018
XII, 307 p. 34 illus. Hardcover. 155 x 235 mm
£ 27.99 | € 32.99 | $ 39.99
ISBN 978-3-319-76377-4

All Languages Rights Available

Modernizing the Academic Teaching and Research Environment: Methodologies and Cases in Business Research
J. Marx Gómez, S. Mouselli (Eds)

- Provides a valuable companion for youngans seasoned business researchers alike
- Focuses on the use of modern research methodologies and IT technologies
- Highlights important cases and offers hands-on training on preparing survey tools

This book constitutes a valuable manual for young and seasoned business researchers alike, and provides a comprehensive summary for the whole research journey. [...]

Contents

Fields of Interest
Emerging Markets/Globalization; International and Comparative Education; Educational Technology; Non-Profit Organizations and Public Enterprises; Information Systems Applications (incl. Internet); Business Information Systems

Series Title
Progress in IS

May 2018
X, 208 p. 50 illus. Hardcover. 155 x 235 mm
£ 101.00 | € 114,99 | $ 129.00
ISBN 978-3-319-74172-7

All Languages Rights Available
**Intellectual Capital Management as a Driver of Sustainability**
*Perspectives for Organizations and Society*
F. Matos, V. Vairinhos, P. M. Selig, L. Edvinsson (Eds)

- Presents how intellectual capital management can contribute to sustainable development
- Includes case studies from incubators, technology transfer offices and regulators
- Provides unique studies on niche concepts such as green governance, eco-knowledge hubs, and more

The objective of this book is to explore the relationship between intellectual capital management and the sustainable development of organizations and society. [...]

**Contents**

**Fields of Interest**
Knowledge Management; Sustainability Management; Development and Sustainability; Innovation/Technology Management

---

**Sustainable Agriculture and Food Security**
*Aspects of Euro-Mediterranean Business Cooperation*
K. Mattas, G. Baourakis, C. Zopounidis (Eds)

- Provides the latest findings on collective management processes and cooperative initiatives within various sectors
- Offers crucial insights into the building of powerful tools for decision making in cooperative management systems
- Features examples and cases from the agricultural and food security sectors

This book brings together research on cooperative management from the agriculture and food sector. [...]

**Contents**
Towards a more democratic and sustainable food system the reflexive nature of solidarity purchases groups and the migrants’ social cooperative “Barikamà” in Rome.- Role of Buffalo production in [...]

**Fields of Interest**
International Business; Agricultural Economics; Agriculture; Sustainability Management; Tourism Management

**Series Title**
Cooperative Management

---

**Individual Behaviors and Technologies for Financial Innovations**
W. Mendes-Da-Silva (Ed)

- Offers a broad overview of financial innovation from three main areas: individual, small business and large business
- Highlights the use of new technologies in financial innovation including the Internet of Things, Semantic Computing and Big Data Finance
- Addresses current topics in finance such as integrated reporting, crowdfunding and corporate networks

This book offers comprehensive examination of research on the relevance of individual behavior and technology to financial innovations. The chapters cover current topics in finance including integrated reporting, people finance, crowdfunding, and [...]

**Contents**
Chapter 1. Introduction.- Chapter 2. Gender Differences and Automobile Insurance Acquisition.- Chapter 3. Economic crisis and Saving Behavior.- Chapter 4. A Financial Literacy Model for University [...]

**Fields of Interest**
Innovation/Technology Management; Behavioral Finance; Business Finance

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**July 2018**
XX, 242 p. 64 illus., 53 illus. in color. Hardcover. 155 x 235 mm
£ 109.99 | € 129.99 | $ 159.99
ISBN 978-3-319-79050-3

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**May 2018**
VIII, 141 p. Hardcover. 155 x 235 mm
£ 70.50 | € 79.99 | $ 89.99
ISBN 978-3-319-77121-2

All Languages Rights Available

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**August 2018**
XXVI, 387 p. 37 illus., 13 illus. in color. Hardcover. 155 x 235 mm
£ 109.99 | € 119.99 | $ 149.99
ISBN 978-3-319-91910-2

All Languages Rights Available
Advancing Entrepreneurship in the United Arab Emirates
Start-up Challenges and Opportunities
W. A. Minhas

- Explores the role of the entrepreneurs within the economic theory frameworks and types of contribution they make
- Delves deep into social structures and relationships that heavily influence Emirati behaviour and uncovers how these constructs affect entrepreneurship in the region

Reflecting increasing investment in entrepreneurship in the United Arab Emirates (UAE), this new book offers extensive coverage of the factors that enable Emiratis to start and grow a business. Exploring the challenges faced by local start-ups, [...]

Contents

Fields of Interest
Entrepreneurship; Organization; Cross-Cultural Management; Business Strategy/Leadership; Corporate Social Responsibility

May 2018
XXIII, 250 p. 7 illus. Hardcover. 148 x 210 mm
£ 101.00 | € 114,99 | $ 129.00
ISBN 978-3-319-76435-1

All Languages Rights Available
**Distribution Strategy**  
*The BESTX® Method for Managing Networks and Channels Sustainably*  
L. Moretti  
- Includes clear steps to define an effective and efficient commercial policy for distribution and to implement value pricing strategies  
- Helps create a future-proof win-win relation with trade partners using the proprietary methodology ‘BESTX®’  
- Provides diverse and ready to use execution strategies within the methodology  

This unique book helps business executives to improve their company’s business performance by showing how to build an effective and future-proof distribution channel, and adopt effective commercial policies and value-based pricing strategies. […]  

**Contents**  
Introduction to Distribution Strategy.-  
Phase 1 - Build the End-State Strategy.-  
Phase 2 - Evaluate Context: Transactional Analysis, Competition, Channels.-  
Phase 3 - Segment Channels and […]  

**Fields of Interest**  
Sales/Distribution; Operations Management; Business Strategy/Leadership  

**Series Title**  
Management for Professionals

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**Finland–India Business Opportunities**  
*Connecting the Swan and the Elephant*  
A. N. Mathur  
- Studies the entire spectrum of potential trade and trade-substituting investments between Finland and India  
- Discusses how barriers to Finland–India business can be removed or overcome, highlighting real-world successes and failures  
- Presents many subtle and novel aspects of collaboration between the two countries with regard to barriers and gateways  

This book is about promising collaborative avenues for connecting Finland and India with value propositions for enterprises, consumers and investors worldwide. The book covers institutional and cultural differences and explains the logic of […]  

**Contents**  
Chapter 1: Finland and India: Unlikely Twins? The logic of value creation in Finland–India businesses.-  
Chapter 2: What kind of benefits await Finnish business connecting with India?-  
Chapter 3: […]  

**Fields of Interest**  
International Business; Trade; International Economics; Development Economics  

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**Professionalizing Leadership**  
*Debating Education, Certification and Practice*  
A. Örtenblad (Ed)  
- Offers engaging debate surrounding leadership as a profession  
- Includes contributions from a diverse number of experts  
- Comprehensively illustrates the arguments for and against presenting leadership as a profession  

This book presents a lively debate surrounding the professionalization of leadership. With contributions from both sides of the argument, it considers the historical overview of leadership and management as a profession, questions what […]  

**Contents**  
1 Background and introduction: leadership as a profession and as main theme on bachelor programs.-  
2 What is a profession, and what are the prerequisites for being a profession?-  
3 How and why […]  

**Fields of Interest**  
Business Strategy/Leadership
Entrepreneurship in Former Yugoslavia

**Diversity, Institutional Constraints and Prospects**

R. Palalić, L. . Dana, V. Ramadani (Eds)

- Provides a comprehensive analysis of entrepreneurship in former Yugoslavian countries
- Highlights political and institutional constraints that hinder the development of entrepreneurship
This volume offers a comprehensive state-of-the-art portrait of entrepreneurship and small business management issues in former Yugoslavian countries. Further, it provides a wealth of theoretical and empirical evidence on the role of [...]  

**Contents**


**Fields of Interest**

Entrepreneurship; Development Economics; Public Policy; Economic Systems; Labor Economics  

Corporate Governance in Transition

**Dealing with Financial Distress and Insolvency in UK Companies**

M. M. Parkinson

- Presents an integrative perspective of corporate governance during financial distress and insolvency
- Includes extended case studies to drive analysis
- Provides a methodology to develop knowledge and understanding of specific insolvency and governance situations
This book presents an account of legal, economic and managerial perspectives on governance in situations of financial distress and insolvency. It uses detailed real-life case studies of executive decision making to explore and illustrate the [...]  

**Contents**

1 Governance in Distress. - 2 Corporate Governance in Public Companies. - 3 Financial Distress, Insolvency and Business Rescue. - 4 Corporate Governance in Financial Distress. - 5 Corporate Governance [...]  

**Fields of Interest**

Corporate Governance; Business Law  

**Series Title**

Palgrave Studies in Governance, Leadership and Responsibility  

Nonmarket Strategy in Business Organizations

**A Global Assessment**

J. A. Parnell

- Provides a comprehensive analysis of nonmarket strategy (NMS) that includes lobbying, community involvement and corporate social responsibility
- Examines the drivers of NMS cross-nationally, including the USA, Mexico, China, Ghana, the UK and several other nations
- Provides an interdisciplinary analysis that includes strategic management, economics, philosophy and social sciences
This book explores nonmarket strategy (NMS) in firms by invoking economic, political and philosophical perspectives. Featuring data from the USA, the UK, India, China, Mexico and other countries, the author links NMS to economic freedom, regional [...]  

**Contents**

Preface. - Acknowledgements. - Chapter 1 Introduction. - Chapter 2 NMS FAQ. - Chapter 3 Data Collection and Analysis. - Chapter 4 Nonmarket Strategy in the United States. - Chapter 5 Nonmarket Strategy [...]  

**Fields of Interest**

Business Strategy/Leadership; Emerging Markets/Globalization; Cross-Cultural Management; Market Research/Competitive Intelligence
Towards Wise Management
Wisdom and Stupidity in Strategic Decision-making
T. Peltonen
- Develops a new theoretical approach to the investigation of wisdom in management
- Analyses a range of case studies in different organizations
- Advocates a largely Platonic-Socratic view
This book contributes to the discussion on wisdom in management, leadership and strategy by developing a unique theoretical approach. Integrating rational-analytical, intuitive and philosophical dimensions of wise decision-making, it advocates a [...] Contents
1. Introduction.- 2. The Three Levels of Wisdom.- 3. Case Study 1: Wise Leadership During the Cuban Missile Crisis.- 4. Case Study 2: The Wisdom and Stupidity of Military Calculations in [...] Fields of Interest
Faith, Spirituality and Business; Business Strategy/Leadership

The Experience Logic as a New Perspective for Marketing Management
From Theory to Practical Applications in Different Sectors
T. Pencarelli, F. Forlani (Eds)
- Explains how the adoption of experience logic can act as a new driver for the management of marketing processes
- Reviews the international literature and makes conceptual observations on the experiential perspective
- Examines, with the aid of case studies, the application of experience logic in different sectors
This book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel [...] Contents
Introduction to the experience logic: Key concepts and contents.- Part I: Theoretical contributions.- Experiential perspective in management literature: A systematic review.- Marketing in an [...] Fields of Interest
Customer Relationship Management; Consumer Behavior; Business Strategy/Leadership; Applied Psychology
Series Title
International Series in Advanced Management Studies

Knowledge, Innovation and Sustainable Development in Organizations
A Dynamic Capabilities Perspective
M. Peris-Ortiz, J. J. Ferreira, J. M. Merigó Lindahl (Eds)
- Explores knowledge and innovation in organizations and their impact on sustainability
- Provides current developments, case studies, best practices and theoretical approaches from around the world
- Examines ways in which knowledge management and innovation can alter organizational frameworks and dynamics at the company and marketplace levels
This volume explores the ways in which knowledge and innovation impact business and economic sustainability, offering a [...] Contents
Ch 1: Knowledge, Innovation and Sustainable Development in Organizations: State-of-the-art.- Ch 2: Knowledge, Innovation and Sustainability: Past Literature and Future Trends.- Ch 3: Project [...] Fields of Interest
Knowledge Management; Innovation/Technology Management; Sustainability Management; Small Business
Series Title
Innovation, Technology, and Knowledge Management

All Languages Rights Available except Finnish
Strategies and Best Practices in Social Innovation
An Institutional Perspective
M. Peris-Ortiz, J. A. Gómez, P. Marquez (Eds)

- Presents different ways to design and develop social innovations in businesses and organizations
- Highlights elements of social innovation in higher education
- Examines social innovation in practice

This book examines the different ways companies can develop and design social innovation. Combining technological and social perspectives, the contributors present emerging research on social innovation from different sectors such as [...] 

Contents

Fields of Interest
Innovation/Technology Management; Sustainability Management; Emerging Markets/Globalization

Just in Time Factory
Implementation Through Lean Manufacturing Tools

- Proposes a practical framework for the implementation of just in time production
- Provides a step-by-step tutorial to the implementation of the main lean manufacturing tools
- Includes a real-world case study, referred back to throughout the book

This book explains the implementation of just in time (JIT) production in an industrial context, while also highlighting the application of various, vital lean production tools. Shifting the trade-off between productivity and quality, the book [...] 

Contents

Fields of Interest
Production; Industrial and Production Engineering; Supply Chain Management; Industrial Organization

Laugh out Loud: A User’s Guide to Workplace Humor
B. Plester, K. Inkson

- Presents research knowledge of the nature, practice and management of humor in an accessible way to management practitioners and other organizational staff
- Raises the consciousness and improves the practice and/or management of work humor of all readers
- Includes practical guidance in an engaging manner and a self-assessment device

This book is the first-ever authoritative work on the use and management of humor in the workplace. It is a practical guide for everyone involved: the humorists (‘jokers’), the targets (sometimes ‘victims’), the observers (‘audience’) and most of [...] 

Contents

Fields of Interest
Employee Health and Wellbeing; Organization; Business Strategy/Leadership
Business and Society
Making Management Education Relevant for the 21st Century
D. Purg, A. Braček Lalić, J. A. Pope (Eds)

- Provides concrete recommendations for innovating management education
- Identifies missing links between management education and business practice across multiple countries
- Includes a special cross-country study comparing business challenges and management and leadership development needs

The world of business is constantly evolving and management education institutions will likely face a number of challenges in keeping up with these changes. While most books focus on the needs of management education institutions, this work [...]"
Sports Technology and Innovation
Assessing Cultural and Social Factors
V. Ratten

- First book devoted specifically to sport innovation and technology
- Focuses on sport innovation in the context of technology and commercialization
- Addresses how innovation affects sport from a societal perspective

The aim of this book is to focus on the role of sports technology and the way that the innovation process is managed. This will help understand how technology is developed and integrated into the sports context. This is important particularly due [...] Contents
Innovation/Technology Management; Sports Economics

International Entrepreneurship
The Pursuit of Opportunities across National Borders
A. R. Reuber (Ed)

- Provides a thorough and cohesive coverage of research on international entrepreneurship
- Includes a wide scope of research, at the individual, firm and institutional level of analysis
- Highlights past research themes and future research directions

This book provides a broad understanding of what it means to internationalise entrepreneurially. The collection of prominent articles provides insights into how entrepreneurs are entering foreign markets in order to fuel growth. [...] Contents
1. Research Themes about International Entrepreneurship: Tales from the JIBS Backlist and Onward Journeys; A. Rebecca Reuber.- Part I. Theoretical Foundations of International Entrepreneurship as [...] Fields of Interest
International Business; Entrepreneurship; Business Strategy/Leadership; Human Resource Development

Designing Service Machines
Translating Principles of System Science to Service Design
R. B. Roy, P. Lillrank, S. V. K., P. Torkki

- Is a book on services for people with an engineering background
- Shows how the service machine concept facilitates moving from incremental problem solving to service system design
- Serves as a guidebook for entrepreneurs looking for opportunities in the service industry

This book presents a general conceptual framework to translate principles of system science and engineering to service design. Services are co-created immaterial, heterogeneous, and perishable state changes. A service system includes the intended [...] Contents

Fields of Interest
Services; Business Information Systems; Innovation/Technology Management; Operations Research/Decision Theory

January 2019
Approx. 250 p. 30 illus. Hardcover. 155 x 235 mm
£ 96.50 | € 109.99 | $ 129.00
ISBN 978-3-319-75045-3

May 2018
X. 397 p. 12 illus. Hardcover. 148 x 210 mm
£ 119.99 | € 139.99 | $ 159.00
ISBN 978-3-319-74227-4

July 2018
XV. 82 p. 26 illus., 16 illus. in color. Hardcover. 155 x 235 mm
£ 89.99 | € 99.99 | $ 119.99

All Languages Rights Available
Storytelling in Organizations
A Narrative Approach to Change, Brand, Project and Knowledge Management
K. Thier

- Presents a step by step description on working with storytelling in organizations
- Gives an overview about the state of the art of storytelling methods
- Provides diverse application scenarios for the reader to have a good overview of different possibilities in storytelling

This book highlights storytelling as a concrete and viable method which can be used in various operational fields in organizations: from change management to project management and knowledge management, it presents employees' stories on past [...]

Contents

Fields of Interest
Branding; Project Management; Corporate Communication/Public Relations; Knowledge Management

Series Title
Management for Professionals

Consumer Buying Behaviour
A Modelling Approach
S. Samar Ali

- Follows a contemporary approach to explaining the traditional and modern concepts of understanding the norms of consumer behavior
- Discusses the modeling approach, clearly explaining the significance of consumer behaviour and also explains how it can be tackled

Based on comprehensive research, this book focuses on purchase incidence models of consumer buying behavior, which provide answers to the questions ‘when’ and ‘how much to purchase’. [...] 

Contents
Basic Concepts.- Beta- Binomial Purchase Incidence Model.- A Bayesian Approach to Purchase Incidence Model.- A New Approach to Purchase Incidence Model.- Consumer Response to Promotional Scheme: [...] 

Fields of Interest
Market Research/Competitive Intelligence; Sales/Distribution

Series Title
India Studies in Business and Economics

A Concise Guide to Market Research
The Process, Data, and Methods Using IBM SPSS Statistics
M. Sarstedt, E. Mooi

- Compact, hands-on, and step-by-step introduction to quantitative market research techniques
- Discusses the theory of important quantitative techniques and links directly to their use in SPSS

This book offers an easily accessible and comprehensive guide to the entire market research process, from asking market research questions to collecting and analyzing data by means of quantitative methods. It is intended for all readers who wish [...] 

Contents

Fields of Interest
Marketing; Management; Statistics for Business/Economics/Mathematical Finance/Insurance

Series Title
Springer Texts in Business and Economics
Process Innovation: Enabling Change by Technology

Basic Principles and Methodology: A Management Manual and Textbook with Exercises and Review Questions

D. R. A. Schallmo, L. Brecht, B. Ramosaj

- Review questions and exercises enhance learning
- Aimed at students and professionals
- Provides an introduction of theoretical basics and a procedural model for process innovation

This management manual and textbook introduces the theoretical basics of process management and provides a procedural model for process innovation. The procedural model makes it possible to develop customer-oriented processes in a structured [...]

Contents


Fields of Interest

Innovation/Technology Management; Project Management; Business Strategy/Leadership

Internationalization of Business

Cases on Strategy Formulation and Implementation

S. Schmid (Ed)

- Features cases from multiple industries to provide a unique learning experience for students and executives
- Provides a concise up-to-date theoretical overview of internationalization strategies
- Facilitates discussion points in each chapter that make readers apply their knowledge to various real-life situations

This book illustrates the various facets of internationalization in managerial practice, starting with a strategic outline of the many options firms have when formulating internationalization strategies. [...] 

Contents

Strategies of Internationalization: An Overview.- Adidas & Reebok: Is Acquiring Easier than Integrating?.- Airbus: Managing the Legacy of a Complex International Merger.- Aldi & Lidl: From Germany [...]

Fields of Interest

International Business; Marketing; Business Strategy/Leadership

Guide to Supply Chain Management

An End to End Perspective

C. Scott, H. Lundgren, P. Thompson

- A fast to read, comprehensive guide for business practitioners that can be used as part of an MBA or in-house learning programme
- Up-to-date supply chain strategy content with examples of best practice and case studies from global organisations
- Latest thinking on plan, source, make, deliver and return concepts, including the impact of digital, innovation and sustainability on operations

This essential guide brings supply chain theory to life. Intended for readers with a business interest in supply chain management, the book covers the key topics in eleven chapters, including planning, sourcing, making, delivering and returning. [...] 

Contents


Fields of Interest

Procurement; IT in Business; Organization

Series Title

MIR Series in International Business

Series Title

Management for Professionals
Chinese Consumers
Exploring the World’s Largest Demographic
A. Sethi

- Analyses extensively the impact of the digital transformation of China
- Is based on first-hand research and study of Chinese consumers for 15 years
This book offers a comprehensive analysis of Chinese consumers from multiple perspectives, from the megatrends to their values and psychological changes. The book examines in detail the digital and mobile transformation of the consumers, the way [...] 

Contents

Fields of Interest
Consumer Behavior; Asian Economics; Market Research/Competitive Intelligence

Nuanced Account Management
Driving Excellence in B2B Sales
B. Shankar

- Includes structured practical tools with implementation bias
- Elaborates on anecdotes from Asian and Global perspectives
- Presents findings that are applicable across a variety of industries
This book is a comprehensive practical guide for account managers, sales teams and account leaders operating in the B2B space. It provides knowledge to excel in developing, growing and retaining top accounts in local and global environments. [...] 

Contents

Fields of Interest
Management; Marketing; Call Center/Customer Service

Management and Marketing of Wine Tourism Business
Theory, Practice, and Cases
M. Sigala, R. N. S. Robinson (Eds)

- Combines theory and practice with research findings and international case studies
- Updates and enriches knowledge and practice on wine tourism by including chapters and case studies related to new technologies and social media
- Consolidates research from two major fields (research in wine and wine consumption, with research in wine tourism / destinations) in order to demonstrate the links, synergies and benefits of relating knowledge from these streams of research
This book links research in wine marketing/management and wine tourism, offering international and multidisciplinary perspectives. [...] 

Contents

Fields of Interest
Tourism Management; Marketing
Fostering Innovative Cultures in Sport
Leadership, Innovation and Change
J. Skinner, A. C. T. Smith, S. Swanson

- Covers a range of innovations in sport, including sport video games, social innovation, fashion, equipment and technology and sports tourism
- Places special emphasis on the role of leaders in sport organisations in driving innovation
- Outlines the global sport ecosystem and its implications for business growth and organisational development

Analysing the trends that are emerging in sport enterprises such as advancements in technology and social media, the authors of this illuminating book tackle the issue of how to create new opportunities in such a changing industry.

Contents

Fields of Interest
Innovation/Technology Management; Organization; Business Strategy/Leadership

Professional and Business Ethics Through Film
The Allure of Cinematic Presentation and Critical Thinking
J. Skorin-Kapov

- Presents business cases involving ethical cases in American businesses
- The use of international film cases provides opportunities to discuss ethical issues in a wider cultural and economic context
- Offers application of insights from three different fields: philosophy (ethics), film art (aesthetics), and business (film as a complex and expensive product)

This book considers ethical issues arising in professional and business settings and the role of individuals making decisions and coping with moral dilemmas. Readers can benefit from engagement in filmic narratives, as a simulated environment for […]

Contents
1 Introduction.- 2 Ethical Positions and Decision Making.- 3 Mythical Structure of Narration, Cinematic Elements, Film Genres.- 4 Financial Machinations and Ethical Perspectives.- 5 Workplace […]

Fields of Interest
Business Ethics; Film and Television Studies
Customization-Oriented Design of Product-Service System

W. Song

- Provides a customization framework with a systematic design process and key technologies.
- Resolves the potential design conflicts to reduce possible defects in PSS delivery.
- Introduces modular design thinking to facilitate frequent design reuse.

This book is devoted to the customization design of product/service system (PSS), making use of a systematic design process and a number of methods, especially Industrial Customer Activity Cycle Analysis, Service Quality Function Deployment, [...] 

Contents

Chapter 1. Design framework for customizable product/service system.
Chapter 2. Requirements analysis for customizable PSS.
Chapter 3. Requirements specification for customizable PSS.

Fields of Interest

Services; Production

Travel and Tourism in the Caribbean
Challenges and Opportunities for Small Island Developing States

A. Spencer

- Offers the first in-depth look at the issues of climate change and ICT in the Caribbean
- Highlights the effect of tourism on small island nations and how they can adapt to changes in the industry
- Presents three pillars of sustainability as they relate to travel and tourism in the Caribbean

This book explores the distinct nuisances and obstacles that are brought on by the tourism and travel industry within Caribbean small island developing countries (SIDS). The author explores best practices and measures that can be used to overcome [...] 

Contents

1. Synopsis of the Tourism Industry Within the Caribbean.
2. Climate Change and the Sustainable Development of Tourism within the Caribbean.
3. Tourism and Economic Realities in the Caribbean.

Fields of Interest

Tourism Management; Emerging Markets/Globalization; Sustainability Management

Corporate Social Responsibility in Brazil
The Future is Now

C. Stehr, N. Dzialtzko, F. Struve (Eds)

- Up-to-date – including recent developments in Brazilian corruption scandals
- Examines the challenges, conditions and opportunities for corporate social responsibility in Latin America, with a particular focus on Brazil. Includes a number of well informed case studies on the practice of sustainable business in Brazil
- Especially focuses on corporate responses to anti-corruption laws

This book examines the practice of corporate social responsibility (CSR) in Latin America, with a particular focus on Brazil. Drawing on historical developments and theoretical reflections alike, [...] 

Contents

Part I: Standards and Reporting.
Part II: Finance.
Part III: Environment.
Part IV: Compliance.
Part V: Education.
Part VI: Cases.

Fields of Interest

Corporate Social Responsibility; Sustainable Development; Social Work and Community Development; Renewable and Green Energy; Business Ethics; Latin American and Caribbean Economics

Series Title

CSR, Sustainability, Ethics & Governance

July 2018

XI, 202 p. 53 illus., 33 illus. in color. Hardcover.
155 x 235 mm
£ 79,99 | € 89,99 | $ 109.99

All Languages Rights Available

December 2018

Approx. 135 p. 15 illus. Hardcover.
148 x 210 mm
£ 79,00 | € 89,99 | $ 109.99
ISBN 978-3-319-69580-8

All Languages Rights Available

September 2018

XXXVIII, 418 p. 94 illus. Hardcover.
155 x 235 mm
£ 129,99 | € 149,99 | $ 179.99
ISBN 978-3-319-90604-1

All Languages Rights Available
Democratizing Public Management
Towards Practice-Based Theory
M. Strumińska-Kutra

- Explores how learning processes can make public management both effective and democratic in a pragmatic way
- Enriches the discussion on public management and governance on both a practical and theoretical level
- Offers an interpretive perspective on how social practices in public management resolve institutional conflicts

This book argues that contemporary society in general, and public administration specifically, can benefit from more reflexive learning processes through democracy and public involvement. It identifies the most central social practices, dilemmas, [...] 

Contents

Fields of Interest
Public Administration; Corporate Governance; Public Policy

Chinese Women in Leadership
J. Sun, G. McLean (Eds)

- First book to provide a broad and current account of women leaders in China
- Serves as a basis for the development of a future research agenda for international comparison studies on women in leadership
- Compares and contrasts the different challenges, barriers, and opportunities facing Chinese women leaders with women leaders in other Asian and non-Asian countries

This edited collection highlights the unique cultural and socioeconomic elements of China and the strong influence of those elements on women leaders in the nation. [...] 

Contents

Fields of Interest
Asian Business; Human Resource Development; Business Strategy/Leadership; Women's Studies 

Series Title
Current Perspectives on Asian Women in Leadership

Corporate Social Responsibility and Corporate Finance in Japan
M. Suto, H. Takehara

- Explores the evolving CSR strategies for long-term success and sustainability of business in changing social and environmental surroundings
- Examines changes in the business model and corporate governance and financing peculiar to Japanese companies in transition to a more market-oriented system
- Provides a comparative view of the linkage between CSR activities and corporate performance among countries with different regulatory, economic, and cultural backgrounds

This book explores the linkages between the evolution of corporate social responsibility (CSR) and corporate [...] 

Contents

Fields of Interest
Corporate Social Responsibility; Corporate Governance; Business Ethics; International Business 

Series Title
Advances in Japanese Business and Economics

September 2018
XIV, 234 p. 2 illus. in color. Hardcover. 148 x 210 mm
£ 89.99 | € 99.99 | $ 119.99
ISBN 978-3-319-74590-9

January 2019
272 p. 30 illus. Hardcover. 155 x 235 mm
£ 96.50 | € 109.99 | $ 129.00
ISBN 978-3-319-68818-3

May 2018
XXI, 229 p. 14 illus., 5 illus. in color. Hardcover. 155 x 235 mm
£ 101.00 | € 114.99 | $ 129.00

All Languages Rights Available
The Future of Leadership
Addressing Complex Global Issues
B. S. Thakkar (Ed)

- Looks at the global leadership skills and attributes that are needed to address the biggest issues of the 21st century, such as climate change and poverty
- Proposes investing in the development of human capital in order to overcome the effects of automation on employment
- Displays how technological advances can be used in future leadership trends

This book deals with leadership trends in the next decade and beyond. It critically examines how knowledge management can be used to address emerging societal and business issues, such as sustaining complex product quality, controlling automation [...]?

Contents
1. A Brief History and the Future of Leadership.- 2. The Quest for a Paradigm Shift in Leadership for the Next Decade and Beyond.- 3. Leadership in Indian High-Tech Start-Ups: Lessons for Future.- [...]?

Fields of Interest
Business Strategy/Leadership; Human Resource Management; Emerging Markets/Globalization; Big Data/Analytics

Artificial Intelligence for Fashion Industry in the Big Data Era
S. Thomassey, X. Zeng (Eds)

- Provides an overview of current issues in the fashion industry
- Includes updates on existing artificial intelligence (AI) techniques suitable for the fashion industry

This book provides an overview of current issues and challenges in the fashion industry and an update on data-driven artificial intelligence (AI) techniques and their potential implementation in response to those challenges. [...]?

Contents
AI based fashion sales forecasting methods in big data era.- Enhanced Predictive Models for Purchasing in the Fashion Field by Applying Regression Trees Equipped with Ordinal Logistic Regression.- [...]?

Fields of Interest
Market Research/Competitive Intelligence; Textile Engineering; Artificial Intelligence (incl. Robotics)

Series Title
Springer Series in Fashion Business

Business Process Crowdsourcing
Concept, Ontology and Decision Support
N. H. Thuan

- Develops business process crowdsourcing as a mechanism to foster innovation and agility in organisations
- Presents an ontology as a basis for crowdsourced business processes
- Includes empirical results from two major crowdsourcing case studies, experiments with 190 participants, and two focus groups

This book conceptualises and develops crowdsourcing as an organisational business process. It argues that although for many organisations crowdsourcing still implies an immature one-off endeavour, when developed to a more repeatable business [...]?

Contents

Fields of Interest
Business Process Management; Information Systems Applications (incl. Internet); Business Information Systems; Data Mining and Knowledge Discovery

Series Title
Progress in IS
Industrial Project Management
International Standards and Best Practices for Engineering and Construction Contracting
S. Tonchia

- Integrates project management fundamentals with practice of international contract management
- Covers most recent Project Management international standards and best practices
- Presents a rigorous methodological approach, making the book a complete guide with immediate applicability

This book describes the principles and techniques in Project Management as applied to Engineering & Construction Contracts (ECC), conforming with relevant international standards (PMI - IPMA - ISO 21500), and pursuing a fully company-wide, [...] 

Contents
Project Management: Fundamentals and Perspectives.- Engineering and Construction Projects.- Project Scope and Structuring.- Managing Project’s Variables.- From Single to Multi-Project Management.- [...] 

Fields of Interest
Project Management; Innovation/Technology Management; Industrial and Production Engineering

Series Title
Management for Professionals

Managing Social Responsibility
Functional Strategies, Decisions and Practices
D. Turker

- Identifies key strategies and decisions used to manage each business function in a socially responsible manner
- Presents a course on management theory of social responsibility aligned with real-world practice at business enterprises
- Teaches the best practices in each function and demonstrates social responsibility in action

This book explores how business organizations incorporate socially responsible approaches into their diverse functional strategies, decisions, and practices. It analyzes the nature and dynamics of each function as well as their specific [...] 

Contents
Part I: Concept and Drivers.- Part II: Integrating social Responsibility into Functional Areas.- Part III: Outcome and Future Implications.

Fields of Interest
Corporate Social Responsibility; Sustainable Development; Business Strategy/Leadership; Sustainability Management

Series Title
CSR, Sustainability, Ethics & Governance

Transportation Analytics in the Era of Big Data
S. V. Ukkusuri, C. Yang (Eds)

- Presents papers from leading researchers on Transportation Analytics
- Presents multi-disciplinary perspectives on Big Data Science in urban transportation
- Brings together the latest thinking on urban transportation issues

This book presents papers based on the presentations and discussions at the international workshop on Big Data Smart Transportation Analytics held July 16 and 17, 2016 at Tongji University in Shanghai and chaired by Professors Ukkusuri and Yang. [...] 

Contents
Preface.- Chapter 1. Beyond Geotagged Tweets: Exploring the Geolocalisation of Tweets for Transportation Applications.- Chapter 2. Social Media in Transportation Research and Promising [...] 

Fields of Interest
Operations Research/Decision Theory; Civil Engineering; Transportation

Series Title
Complex Networks and Dynamic Systems

May 2018
XI, 341 p. 179 illus. Hardcover. 155 x 235 mm
£ 70.50 | € 79.99 | $ 89.99
ISBN 978-3-662-56327-4
All Languages Rights Available

July 2018
XXIII, 185 p. 8 illus. Hardcover. 155 x 235 mm
£ 69.99 | € 79.99 | $ 99.99
ISBN 978-3-319-91709-2
All Languages Rights Available

August 2018
XI, 234 p. 100 illus., 87 illus. in color. Hardcover. 155 x 235 mm
£ 99.99 | € 114.99 | $ 129.00
ISBN 978-3-319-75861-9
All Languages Rights Available
Practicing Servant Leadership
Developments in Implementation
D. van Dierendonck, K. Patterson (Eds)

- Links servant leadership to key HR challenges in modern organizations
- Emphasises the need to build a leadership culture and work environment that encourages personal development of employees
- Written by key thinkers who are at the forefront of developments in leadership studies

Building on the original writings of Robert K. Greenleaf, this edited collection provides new insights into servant leadership theory and broadens the conceptual framework with a developmental perspective on modern organisations. [...]

Contents
1. Introduction; Dirk van Dierendonck and Kathleen Patterson.
2. Wisdom as a Pillar for Servant Leadership; Don M. Frick.
3. Leader Purposefulness and [...]

Fields of Interest
Business Strategy/Leadership; Organization; Human Resource Development; Management Education; Employee Health and Wellbeing

July 2018
XVII, 296 p. 7 illus. Hardcover.
148 x 210 mm
£ 101.00 | € 114.99 | $ 129.00
ISBN 978-3-319-75643-1

Decision-making in Humanitarian Operations
Strategy, Behaviour and System Dynamics
S. Villa, G. Urrea, J. A. Castañeda, E. R. Larsen (Eds)

- Combines humanitarian logistics with behavioural operations research
- Provides a holistic view of decision-making processes in the humanitarian sector
- Discusses the main strategic challenges faced by various actors when facing humanitarian crises

This book brings together research in humanitarian operations, behavioral operations and dynamic simulation. Part I outlines the main characteristics and strategic challenges of humanitarian organizations in preparedness, knowledge management. [...]

Contents
1. Logistics Preparedness and Response – A Case of Strategic Change.
2. Strategy and Knowledge Management in Humanitarian Organizations.
3. Innovating Short-Term Preparedness Actions using Climate [...]

Fields of Interest
Operations Research/Decision Theory; Logistics; Sustainability Management; Supply Chain Management

September 2018
148 x 210 mm
£ 109.99 | € 119.99 | $ 149.99
ISBN 978-3-319-91508-1

Innovation and Capacity Building
Cross-disciplinary Management Theories for Practical Applications
D. Vrontis, Y. Weber, A. Thrassou, S. M. R. Shams, E. Tsoukatos (Eds)

- Provides analysis of theoretical perspectives in order to understand their practical implications in business
- Contributions from authors around the world ensures that global perspectives are represented
- Suggests new directions in future research as well as contemporary real-life practice-based applications

This book explores how contemporary organisations are abandoning conventional tactics in order to survive and grow in an incessantly shifting business landscape, [...]

Contents
2. Neuromarketing in Customer Behaviour: Customers’ Diencephalic and Mid-Brain [...]

Fields of Interest
Innovation/Technology Management; Organization; Business Strategy/Leadership; Marketing; Sustainability Management

Series Title

August 2018
XXI, 297 p. 6 illus. Hardcover.
148 x 210 mm
£ 109.99 | € 119.99 | $ 149.99
ISBN 978-3-319-90944-8

All Languages Rights Available
Managing Asian Destinations
Y. Wang, A. Shakeela, A. Kwek, C. Khoo-Lattimore (Eds)

- Analyses empirical evidence collected and interpreted by tourism researchers focusing on Asian culture and context
- Offers a variety of perspectives and case studies of Asian destinations, including many emerging destinations
- Provides an Asian perspective that is missing from much current literature

This book focuses on the planning, marketing, and management of Asian tourism destinations, and evaluates current developments within Southeast-Asia and the wider Asia-Pacific region.

Contents

Fields of Interest
Tourism Management; Asian Business; Asian Culture

Series Title
Perspectives on Asian Tourism

May 2018
XII, 277 p. 41 illus. Hardcover. 155 x 235 mm
£ 123,00 | € 139,99 | $ 159.00
ISBN 978-981-10-8425-6

All Languages Rights Available

SAP Next-Gen
Innovation with Purpose
B. Welz, A. Rosenberg

- Introduces SAP Next-Gen - a comprehensive and consistent framework for business innovation and transformation
- Showcases the alignment of innovation with the 17 United Nations Global Goals
- Highlights transferable skills to enable successful digital transformation

This book presents SAP Next-Gen, an innovation community for SAP Leonardo. It is intended for next generation business leaders, Chief Digital Officers, Chief Innovation Officers, Chief Information Officers and IT professionals who are defining […]

Contents
Introduction: Turning Bold Ideas into Reality with a Purpose-driven Mindset Supporting the 17 UN Global Goals.- Part I: What’s at Stake?- Part II: SAP Next-Gen, a Purpose Driven Innovation […]

Fields of Interest
Innovation/Technology Management; Information Systems Applications (incl. Internet); IT in Business; Business Strategy/Leadership

May 2018
XIII, 76 p. 18 illus. Hardcover. 155 x 235 mm
£ 48,99 | € 54,99 | $ 59.99
ISBN 978-3-319-72573-4

All Languages Rights Available

Positive Impact Investing
A Sustainable Bridge Between Strategy, Innovation, Change and Learning
K. Wendt (Ed)

- Leading experts explain the major initiatives and challenges, providing practical examples and solutions
- Presents a structured overview of global challenges, investors’ solutions and socio-economic and culture impacts on leadership, organizational alignment and financial resilience
- Provides guidance for culture cascades down from leadership commitment to strategic positioning, people and risk management, opportunity creation, value chain management and good governance

This book illustrates the impact that a focus on environmental and social issues has on both de-risking assets and fostering innovation. Including impact as a new cornerstone of the investment triangle requires investors and clients to align […]

Contents
Growing social impact finance: implications for the public sector.- Understanding Sustainable Finance.- Positive Impact Investment – Could a 100% portfolio beat the market.- Climate change as a […]

Fields of Interest
Business Ethics; Organizational Studies, Economic Sociology; Business Strategy/Leadership; Sustainable Development

Series Title
Sustainable Finance

June 2018
X, 350 p. 84 illus. Hardcover. 155 x 235 mm
£ 70,50 | € 79,99 | $ 89.99
ISBN 978-3-319-10117-0

All Languages Rights Available
Dynamic Innovation in Outsourcing
Theories, Cases and Practices
L. P. Willcocks, I. Oshri, J. Kotlarsky (Eds)
• Offers strategy and tools to achieve innovation through outsourcing engagements
• Provides insights from leading figures in the area of outsourcing
• Includes dozens of real-life case studies
This book is a guide for achieving innovation through outsourcing. Unpacking the various challenges faced by client firms and suppliers, the authors take the reader through the innovation lifecycle and devise a clear plan to achieve valuable [...]

Contents

Fields of Interest
Innovation/Technology Management

Series Title
Technology, Work and Globalization

Biblical Principles of Leading and Managing Employees
B. E. Winston
• Combines the exegetical study of concepts from scripture and personal examples to help illustrate how to manage/lead from a Biblical base
• Written those who wish to study management/leadership principles from a Biblical base
• Based on a wide variety of concepts from scripture
This book examines the scriptural concepts that apply to leading and managing people. It begins with a chapter that contrasts leaders, managers, and administrators and the roles they each play. The book then presents the seven virtues from the [...]

Contents

Fields of Interest
Faith, Spirituality and Business; Organization; Christian Theology

Series Title
Christian Faith Perspectives in Leadership and Business

Agile Strategy Management in the Digital Age
How Dynamic Balanced Scorecards Transform Decision Making, Speed and Effectiveness
D. Wiraeus, J. Creelman
• Evolves the extremely popular Balanced Scorecard strategy execution system for the digital age
• Draws on the authors’ extensive professional experience and expertise to provide a step-by-step guide to strategy management
• Outlines how Balanced Scorecards can become a powerful learning and analytics tool, integrating Big Data
In a world of rapid and unpredictable change, the problem with strategic planning is that if you follow your plan through to the end, you will get exactly what you used to want. What you need is a framework for planning and implementing a [...]

Contents
1 Digital Era Strategy Management: From planning to dynamic decision making.- 2 From Industrial to Digital-Era-based Strategies.- 3 Agile Strategy Setting.- 4 Strategy Mappingin Disruptive Times.- [...]

Fields of Interest
Business Strategy/Leadership; Innovation/Technology Management; Big Data/Analytics

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Artificial Intelligence in Value Creation
Improving Competitive Advantage
A. Wodecki

- Investigates how Artificial Intelligence can contribute to value creation
- Analyses over 400 case studies
- Provides a model to evaluate company projects supported by AI

This book analyses various models of value creation in projects and businesses by applying different forms of Artificial Intelligence in their products and services. First presenting the main concepts and ideas behind AI, Wodecki assesses [...] 

Contents
1 Value creation and competitive advantage models.- 2 Artificial Intelligence Methods and Techniques.- 3 Influence of artificial intelligence on activities and competitiveness of an organization.- [...] 

Fields of Interest
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R. Wong, C. Chi, P. C. K. Hung (Eds)

- Treats the topic of behavior engineering in a new way, from the perspectives of social networking and multi-media technologies
- Crystallizes emerging behavior engineering technologies and trends to understand current research and practical issues
- Breaks new ground in Artificial Intelligence through advances in the understanding of intelligent human behavior, going past non-human like AI and just mimicking several narrow features of human intelligence

Many industrial applications built today are increasingly using emerging behavior engineering technologies: [...] 

Contents
1 Benchmarking Swarm Rebalancing Algorithm for Relieving Imbalanced Machine Learning Problems.- 2 Performance Evaluation of Shadow Features as a Data Preprocessing Method in Data Mining for Human [...] 

Fields of Interest
Big Data/Analytics; Artificial Intelligence (incl. Robotics); Mathematical and Computational Engineering; Behavioral Sciences; Computer Appl. in Social and Behavioral Sciences

Contemporary Logistics in China
Collaboration and Reciprocation
J. Xiao, S. Lee, B. Liu, J. Liu (Eds)

- Comprehensive and thorough analysis of the progression of modern logistics in China
- Recent trends and notable logistics development of key industries in China
- Current hot logistics issues with potential bearings on future logistics development

This book is the eighth volume in a series entitled "Contemporary Logistics in China," authored by researchers from the Logistics Research Center at Nankai University. In the spirit of the seven preceding annual volumes, this book carries on the [...] 

Contents
Chapter 1 Development of China's Logistics Market.- Chapter 2 Logistics Facilities and Technological Development.- Chapter 3 Regional Logistics Market in China.- Chapter 4 Third-party Logistics [...] 

Fields of Interest
Logistics; Supply Chain Management; Operations Research/Decision Theory; Industrial Organization

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- Includes a wide variety of practical algorithms for cutting and packing problems
- Surveys geometric tools to handle the wide variety and complexity of shapes that need to be packed

This book provides a comprehensive overview of practical cutting and packing problems, presenting practical algorithms for solving these problems from the perspective of combinatorial optimization. It also discusses the geometric properties and [...] contents.

Fields of Interest
Operations Research/Decision Theory; Operations Research, Management Science; Combinatorics

Corporate Governance and Value Creation in Japan
Prescriptions for Boosting ROE
R. Yanagi

- Introduces insider insight on Abenomics reforms, alluding to the Ito Review in connection with value creation in Japan, including the rationale of the Review's ROE 8% guideline
- Provides both empirical research as quantitative evidence and global investor surveys as qualitative evidence of Japan's corporate governance discount which has rarely been available so far
- Proposes a concrete model of integration of ESG and ROE for the first time, with case studies and empirical research

This is the first book to furnish a root cause of the low valuation of Japanese listed companies by using, as qualitative evidence, unique global investor surveys, which are rarely available for Japanese companies. [...] contents.

Fields of Interest
Corporate Governance; Business Finance; Corporate Finance; Investments and Securities

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D. Yu

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Fields of Interest
Business Law; Public International Law; Theories of Law, Philosophy of Law, Legal History

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Strategy and Performance of Knowledge Flow
University-Industry Collaborative Innovation in China
Y. Yu, Y. Chen, Q. Shi

- First book to examine this phenomenon specifically in China
- Looks at the problem of knowledge flow by applying DEA and Game Theory
- Authors are scholars conducting research in the area of knowledge flow and management

This book constructs a model of the knowledge value chain in the university and analyzes the university knowledge value-added mechanism in the process of Industry-University Collaborative Innovation. The efficiency of university knowledge [...] 

Contents

Fields of Interest
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V. Zeimpekis, E. Aktas, M. Bourlakis, I. Minis (Eds)

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This book presents the latest technologies and operational methods available to support sustainable freight transport practices. It highlights market requirements, cutting edge applications, and case studies from innovators in the logistics [...] 

Contents
- Logistics and Freight Transport as the Kernel of Resilient Airport-Driven Development; a Survey on Basic Interactivities and Causalities. - Sustainability management in smaller UK ports to [...] 

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Fields of Interest
Operations Research/Decision Theory; Transportation; Sustainability Management

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Changing the Rules of Globalization
W. Zhang, I. Alon, C. Lattemann (Eds)

- Examines the nature and motivations behind China's expanding economic, aid and diplomatic activities in the South Pacific Analyses how the Silk Road initiative could influence foreign policy orientations of Central Asian countries
- Explores the global economic and geo-political implications of the BRI and explores the opportunities and challenges of BRI in the areas that will be mostly affected

Since the introduction of the One Belt, One Road initiative (OBOR), first proposed in late 2013, international scholars have begun to study this new policy and its implications in the global age. [...] 

Contents

Fields of Interest
Asian Business; Business Strategy/Leadership; Trade; Emerging Markets/Globalization

Series Title
Palgrave Studies of Internationalization in Emerging Markets

Fields of Interest
Asian Business; Business Strategy/Leadership; Trade; Emerging Markets/Globalization

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L. Zhao, A. Huchzermeier

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