

SCIENZE ECONOMICHE / ECONOMICS

Econometria / Econometrics



Ait-Sahalia Y.

HANDBOOK OF FINANCIAL ECONOMETRICS 2 Vols Set

ril. 9780444535542 Lst 125 pagg. 1000;

Elsevier Science Publishers (01/10/2009)

Econometria / Econometrics

Vol 1 covers fundamental econometric techniques and tools on recent advances in financial econometrics. Parametric and nonparametric, in continuous time and discrete time, these techniques and tools include Markov processes, a system for categorizing volatility concepts, a simulated method of moments indicator, and models for the timing of events. Together they reveal the ways that local characterizations can lead to long-run implications and how relationships between observed and unobserved values can be inferred. Vol 2 covers important research even as they make unique empirical contributions to the literature. These subjects are familiar: portfolio choice, trading volume, the risk-return tradeoff, option pricing, bond yields, and the management, supervision, and measurement of extreme and infrequent risks. Yet their treatments are exceptional, drawing on current data and evidence to reflect recent events and scholarship. This set is the collection of Volumes 1 & 2. Its contributors include Nobel Laureate Robert Engle and leading econometricians. It offers a clarity of method and explanation unavailable in other financial econometrics collections



Ait-Sahalia Y.

Handbook of Financial Econometrics: Applications Vol. 2

ril. 9780444535481 Lst 60,99 pagg. 384;

Elsevier Science Publishers (01/10/2009)

Econometria / Econometrics

Applied financial econometrics subjects are featured in this second volume, with papers that survey important research even as they make unique empirical contributions to the literature. These subjects are familiar: portfolio choice, trading volume, the risk-return tradeoff, option pricing, bond yields, and the management, supervision, and measurement of extreme and infrequent risks. Yet their treatments are exceptional, drawing on current data and evidence to reflect recent events and scholarship. A landmark in its coverage, this volume should propel financial econometric research for years. This title presents a broad survey of current research. Its contributors are leading econometricians. It offers a clarity of method and explanation unavailable in other financial econometrics collections.

Economia Aziendale / Business Economics



Standing C.

Electronic Markets - Benefits, Costs and Risks

ril. 9780230229228 Lst 60 pagg. 232;

Palgrave Macmillan (01/12/2009)

Economia Aziendale / Business Economics -MANAGEMENT / MANAGEMENT

The growth of the internet has created huge opportunities for organizations to tap into the new electronic markets and develop innovative and improved business relationships. This book examines the developments in electronic markets in relation to three key areas: online retailing, electronic collaboration and electronic marketplaces. Each chapter is authored by leaders in their field providing cutting edge perspectives on how to take advantage of electronic markets. It is relevant for researchers as a research source and academics and teachers who require a book that covers the main areas of electronic markets. The contents also provide practitioners with insights and theories with which to develop their own organizations

Economia Del Lavoro / Labour Economics



Kahanec M.

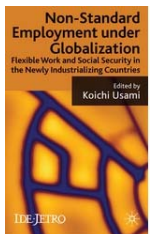
EU Labor Markets After Post - Enlargement Migration

ril. 9783642022418 Eur 129,95 pagg. 344;

Springer Verlag (01/11/2009)

Economia Del Lavoro / Labour Economics

Are immigrants from the new EU member states a threat to the Western welfare state? Do they take jobs away from the natives? And will the source countries suffer from severe brain drain or demographic instability? In a timely and unprecedented contribution, this book integrates what is known about postenlargement migration and its effects on EU labor markets. Based on rigorous analysis and hard data, it makes a convincing case that there is no evidence that the post-enlargement labor migrants would on aggregate displace native workers or lower their wages, or that they would be more dependent on welfare. While brain drain may be a concern in the source countries, the anticipated brain circulation between EU member states may in fact help to solve their demographic and economic problems, and improve the allocative efficiency in the EU



Usami K.

Non-standard Employment under Globalization - Flexible Work and Social Security in the Newly Industrializing Countries

ril. 9780230238480 Lst 65 pagg. 240;

Palgrave Macmillan (18/12/2009)

Economia Del Lavoro / Labour Economics

Expansion of non-standard employment under globalization is widely observed in all of the newly industrializing countries. Non-standard employees and their labour conditions have become major issues of academic debate. This book focuses on three main areas; the deregulation of labour market, social protection for non-standard workers and social security reforms in accordance with the transformation of employment. The contributors to this volume analyze representative nations from the roster of newly industrializing countries from East Asia, Africa, and Latin America as follows: China, South Korea, Taiwan, South Africa, Mexico, and Brazil, examining the possibility that corporatism can solve the problem of non-standard workers in these regions

Economia Europea / European Economics



Fitoussi J.P.

Report on the State of the European Union - Crisis in the EU Economic Governance Volume 3

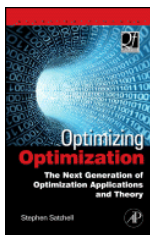
ril. 9780230241565 Lst 60 pagg. 224;

Palgrave Macmillan (18/12/2009)

Economia Europea / European Economics

The Report on the State of the European Union examines the progress of European integration and focuses on economic aspects of the process. Building on the impressive previous volumes, this third volume in the series explores the Euro zone in light of the current financial crisis. It includes a comprehensive review of macroeconomic performance, an in-depth analysis of national fiscal policies, the weaknesses of the current EU budget and the EU environmental strategy

Economia Finanziaria / Financial Economics



Satchell S.

OPTIMIZING OPTIMIZATION - The Next Generation of Optimization Applications and Theory

ril. 9780123749529 Lst 85,99 pagg. 328;

Academic Press (01/11/2009)

Economia Finanziaria / Financial Economics

Editor Stephen Satchell brings us a book that truly lives up to its title: optimizing optimization by taking the lessons learned about the failures of portfolio optimization from the credit crisis and collecting them into one book, providing a variety of perspectives from the leaders in both industry and academia on how to solve these problems both in theory and in practice. Industry leaders are invited to present chapters that explain how their new breed of optimization software addresses the faults of previous versions. Software vendors present their best of breed optimization software, demonstrating how it addresses the faults of the credit crisis. Cutting-edge academic articles complement the commercial applications to provide a well-rounded insight into the current landscape of portfolio optimization. Optimization is the holy grail of portfolio management, creating a portfolio in which return is highest in light of the risk the client is willing to take. Portfolio optimization has been done by computer modeling for over a decade, and several leading software companies make a great deal of money by selling optimizers to investment houses and hedge funds. Hedge funds in particular were enamored of heavily computational optimizing software, and many have been burned when this software did not perform as, er, expected during the market meltdown



Stowell D.

AN INTRODUCTION TO INVESTMENT BANKS, HEDGE FUNDS, AND PRIVATE EQUITY

ril. 9780123745033 Lst 49,99 pagg. 592;

Academic Press (01/02/2010)

Economia Finanziaria / Financial Economics -ECONOMIA MONETARIA / MONETARY ECONOMICS

This description of the symbiotic relationships among investment banks, hedge funds, and private equity firms shows students how firms simultaneously compete and cooperate. The author has captured the ways these firms are reinventing themselves in the post-crash regulatory environment and, through ten extensive cases, the ways in which they are increasing their power and influence. This book emphasizes the needs for capital, sources of capital, and the process of getting capital to those who need it. It integrates into the chapters ten cases about recent transactions, along with case notes and questions. It accompanies cases with spreadsheets for readers to create their own analytical frameworks and consider choices and opportunities

Economia Internazionale / International Economics

McMahon G.

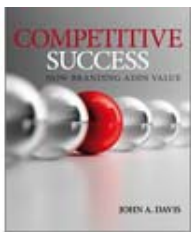


Diversity in Economic Growth: Global Insights and Explanations

ril. 9781848444393 Lst 85 pagg. 456;
Edward Elgar Publishing (01/12/2009)
Economia Internazionale / International Economics

Economists have long relied on cross-country regression analysis to identify the determinants of continued growth, but with only limited success. This book demonstrates the value of a different approach by drawing on the knowledge and understanding of local circumstances of researchers from the case-study countries

Management / Management



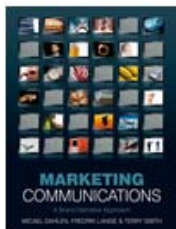
Davis J.A.

Competitive Success, How Branding Adds Value

br. 9780470998229 Lst 32,99 pagg. 424;
Wiley (01/01/2010)
Management / Management

This book explains how companies can realize substantial competitive advantages and gains in financial and perceptive value if they develop a brand-centric philosophy. Competitive Success: How Branding Adds Value will describe the latest brand frameworks, emphasizing their practical applications. The book will present a comprehensive review of the entire brand spectrum

Marketing / Marketing



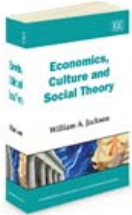
Dahlen M.

Marketing Communications: A Brand Narrative Approach

br. 9780470319925 Lst 42,99 pagg. 606;
Wiley (01/12/2009)
Marketing / Marketing

Marketing Communications: A Brand Narrative Approach is a mainstream, student-driven text which gives prominence to the driving force of all Marketing Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends such as - 1.Brand narrative approach - Cases such as Dove, Harley-Davidson, Nike and World of War Craft feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand 'stories' to help build and maintain brands by customer engagement through meaningful dialogues - 2.Media neutral/multi-media approach - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through examples of companies and political campaigns using 'non-traditional' media to reach groups not locking into 'normal channels

Scienze Economiche / Economics



Jackson W.A.

Economics, Culture And Social Theory

ril. 9781845427108 Lst 75 pagg. 288;

Edward Elgar Publishing (01/12/2009)

Scienze Economiche / Economics

Economics evolved by perfecting the taking of "culture" out of its reductionist and virtual world. But culture has recently been reintroduced, both as a sphere of application for an otherwise unchanging methodology and as a weak form of acknowledging that the "economic" alone is inadequate as the basis even for explaining the economy



Jan Engelen

Facing New Regulatory Frameworks in Securities Trading in Europe

br. 9789050959735 Eur 59 pagg. 186;

Intersentia (01/11/2009)

Scienze Economiche / Economics

Over the last decade the securities industry revolutionized. Technological and market innovations urged regulators to respond by updating the rules on securities trading. While in the U.S. traditional stock exchanges were under attack from electronic trading systems (ECNs), the European Union wanted to increase competition by abolishing the monopoly of traditional exchanges and by allowing systemic internalization by banks. The first part of this book focuses on the front-office of securities trading. It discusses the impact of alternative trading systems (ATSs), the regulatory response through MiFID and RegNMS, the appearance of multilateral trading facilities (MTFs), and the use of dark pools.

Teoria Dello Sviluppo / Development Theory



Drabek Z.

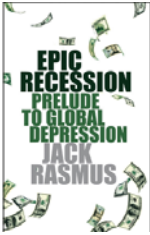
Is the World Trade Organization Attractive Enough For Emerging Economies? Critical Essays on the Multilateral Trading System

ril. 9780230581845 Lst 70 pagg. 384;

Palgrave Macmillan (18/12/2009)

Teoria Dello Sviluppo / Development Theory

The World Trade Organization was seen as one of the most important achievements of international economic cooperation in the post-war period. In recent years, this view has shifted as critics become increasingly concerned about the contributions of the WTO to economic welfare of emerging economies and developing countries. The authors of this volume utilise empirical evidence to develop a new framework in which to understand the impact of the WTO membership on trade flows, costs and benefits, and discussions on the main 'drivers' of international trade negotiations. By underlining the WTO's systems of rules, disciplines and negotiations, and addressing the main criticism against it, this book will ultimately help strengthen the design of the multilateral trading system

Teoria Economica / Economic Theory

Rasmus J.

Epic Recession - Prelude to Global Depression

ril. 9780745329994 Lst 60 br. 9780745329987 Lst 18.99 pagg. 272;

PLUTO PRESS (01/02/2010)

Teoria Economica / Economic Theory

The US is still in deep trouble. Banks are sustained by trillions of government dollars, unemployment is approaching 25 million and the long-term future of the economy is in doubt. In *Epic Recession*, Jack Rasmus shows that we need a new way of understanding the crisis if things are to improve. Rasmus interrogates US economic history to show that the current predicament is what he terms an 'Epic Recession', neither a full-blown depression or a short-lived period of contraction followed by a swift return to growth. He then shows that the only way to prevent the onset of depression is to radically restructure the economy through a massive job creation program, nationalisations, a fundamentally new kind of banking structure and a long-term redistribution of income through better healthcare and benefit systems



Libreria Commissionaria Sansoni
Via Duca di Calabria 1/1
50125 Firenze - Italia
fax: +39 055 641257
licosa.informa@licosa.com