

SCIENZE ECONOMICHE / ECONOMICS

Economia / Economics



Urai K.

FIXED POINTS AND ECONOMIC EQUILIBRIA

Series on Mathematical Economics and Game Theory

ril. 9789812837189 Lst 74 pagg. 312;

World Scientific Publishing (01/05/2010)

Economia / Economics

This book presents a systematic approach to problems in economic equilibrium based on fixed-point arguments and rigorous set-theoretical (axiomatic) methods. It describes the highest-level research on the classical theme, fixed points and economic equilibria, in the theory of mathematical economics, and also presents basic results in this area, especially in the general equilibrium theory and non-co-operative game theory

Economia Ambientale



Farmer, K.

Intertemporal Resource Economics - An Introduction to the Overlapping Generations Approach

ril. 9783642132285 Eur 93,55 pagg. 174;

Springer Verlag (01/07/2010)

Economia Ambientale

This monograph provides a concise introduction to the overlapping generations approach to the intertemporal economics of renewable natural resources. In contrast to the dominant infinitely-lived agent (ILA) approach it acknowledges that natural resources typically outlive the individuals who use them. Finite lifetimes, generations overlap and competing natural and man-made capital facilitate long-run intergenerational inefficiency and inequity (unsustainability) of market allocations. While avoiding any presumption of either doomsday or a golden age, the book investigates the structural and institutional preconditions needed to ensure that renewable resources are used efficiently and equitably across generations

Economia Aziendale / Business Economics



Acs, Z.J

Handbook of Entrepreneurship Research - An Interdisciplinary Survey and Introduction 2/e

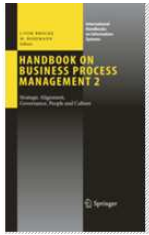
Serie: International Handbook Series on Entrepreneurship

ril. 9781441911902 Eur 187,15 pagg. 600;

Springer Verlag (29/08/2010)

Economia Aziendale / Business Economics -MANAGEMENT / MANAGEMENT

Since its original publication in 2003, the Handbook of Entrepreneurship Research has served as the definitive resource in the field, bringing together contributions from leading scholars in such disciplines as management, finance, economics, policy, sociology, and psychology to present a holistic, multi-dimensional approach. This new edition, fully revised and updated, and including several new chapters, covers all of the primary topics in entrepreneurship, including entrepreneurial behavior, risk and opportunity recognition, equity financing, business culture and strategy, innovation, and the impact of entrepreneurship on economic growth and development



Brocke J.

Handbook on Business Process Management 2 - Strategic Alignment, Governance, People and Culture

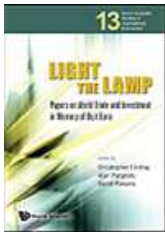
Series: *International Handbooks on Information Systems*

ril. 9783642019814 Eur 176,75 pagg. 602;

Springer Verlag (14/08/2010)

Economia Aziendale / Business Economics -MANAGEMENT / MANAGEMENT

Business Process Management (BPM) has become one of the most widely used approaches for the design of modern organizational and information systems. The conscious treatment of business processes as significant corporate assets has facilitated substantial improvements in organizational performance but is also used to ensure the conformance of corporate activities. This Handbook presents in two volumes the contemporary body of knowledge as articulated by the world's leading BPM thinkers



Findlay C.

LIGHT THE LAMP - Papers on World Trade and Investment in Memory of Bijit Bora

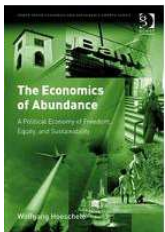
World Scientific Studies in International Economics

ril. 9789814299398 Lst 67 pagg. 416;

World Scientific Publishing (01/06/2010)

Economia Aziendale / Business Economics

This is a collection of papers dedicated to the memory of well-known WTO staffer Bijit Bora who died suddenly in 2006. The papers include applied analysis of questions of policy in international trade in fields related to Bora's interests, including foreign direct investment, trade in services, competition policy, and trade and development. It contains previously unpublished papers by Bora himself on the impact of the WTO



Hoeschele W.

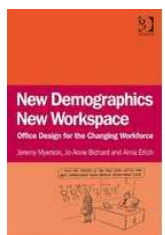
The Economics of Abundance: A Political Economy of Freedom, Equity, and Sustainability

ril. 9780566089404 Lst 55 pagg. 250;

Gower Publishing (28/06/2010)

Economia Aziendale / Business Economics

No matter how many resources we consume we never seem to have enough. "The Economics of Abundance" is a balanced book in which Wolfgang Hoeschele challenges why this is so. He claims that our current capitalist economy can exist only on the basis of manufactured scarcity created by 'scarcity-generating institutions', and these institutions manipulate both demand and supply of commodities. Therefore demand consistently exceeds supply, and profits and economic growth can continue - at the cost of individual freedom, social equity, and ecological sustainability. The fact that continual increases in demand are so vital to our economy leads to an impasse: many people see no alternative to the generation of ever more demand, but at the same time recognize that it is clearly unsustainable ecologically and socially



Myerson J.

New Demographics, New Workspace: Office Design for the Changing Workforce

ril. 9780566088544 Lst 49,50 pagg. 220;

Gower Publishing (13/07/2010)

Economia Aziendale / Business Economics -MANAGEMENT / MANAGEMENT

Offices shape the lives of millions of people. How we plan, design and equip them says a great deal about the culture of organizations, the mentality of managers and the motivations of staff. But getting the right balance between management efficiency and individual wellbeing is as elusive as ever. "New Demographics New Workspace" looks for answers in some new places. The authors address ways in which the office environment can be redesigned to offer greater levels of comfort, flexibility and fitness for purpose in the new age of the older knowledge worker. Based on the findings of the authors' 'Welcoming Workplace' research project at the Royal College of Art Helen Hamlyn Centre, "New Demographics New Workspace" examines the impact of two of the most significant shifts in the workplace: the ageing of the workforce and the changing nature of work itself in the knowledge economy. By examining the movements and motivations of older knowledge workers in the UK, Japan and Australia, the authors have generated new conceptual approaches to office design that offer an alternative to the current outdated model derived from the factory floor



Schaper M.

Making Ecopreneurs Developing Sustainable Entrepreneurship 2/e

pagg. 342;

Gower Publishing (28/06/2010)

Economia Aziendale / Business Economics

The first edition of this book looked at the emergence of 'ecopreneurs' – environmental entrepreneurs gaining competitive advantage for their firms through understanding and utilising green issues. These green entrepreneurs have led the way in enabling market forces to generate economic growth whilst protecting the environment and encouraging sustainability. This new edition continues the examination of what distinguishes these green entrepreneurs from others. It draws on a diverse range of case studies embracing examples of both successful and unsuccessful ecopreneurial ventures on at least four continents. Contributions have been updated and a number of entirely new chapters describe sustainable business projects in places ranging from the USA, India, western Europe, UK, Australia, central America and New Zealand



Segerlund L.

Making Corporate Social Responsibility a Global Concern: Norm Construction in a Globalizing World

ril. 9780754677079 Lst 55 pagg. 220;

Ashgate (28/06/2010)

Economia Aziendale / Business Economics -MANAGEMENT / MANAGEMENT

In recent decades, claims have increasingly been made on transnational corporations to take responsibility for the promotion and protection of human and labour rights in countries where they operate. This behavioural obligation results from the persistent advocacy of non-governmental organizations and is commonly known as corporate social responsibility (CSR). Driven by the theory of the 'norm life cycle model', the book uses an interesting range of case studies, including Nike and the anti-apartheid movement, to trace the development of CSR as an international norm. The development is examined through five selected non-governmental organizations: Clean Clothes Campaign, Fairtrade Labelling Organizations International, Global Exchange, International Business Leaders Forum and the International Labor Rights Fund. The book makes a lucid contribution to an emerging scholarship, and will interest researchers and practitioners involved in issues of global governance and global civil society

Economia Europea / European Economics



Keereman F.

Five Years of an Enlarged EU - A Positive Sum Game

ril. 9783642125157 Eur 103,95 pagg. 220;

Springer Verlag (01/07/2010)

Economia Europea / European Economics

This book analyzes the economic performance of the EU in the first five years after its largest expansion in 2004. Accession and integration were expected to foster growth and convergence among the new Member States through intensified trade, foreign direct investment, financial deepening and the adoption of the EU's institutional framework. With the benefit of five years experience, this book brings together experts from academia and think-tanks to assess the driving forces of economic growth and real convergence

Economia Finanziaria / Financial Economics



Armendáriz B.

HANDBOOK OF MICROFINANCE

ril. 9789814295659 Lst 131 pagg. 600;

World Scientific Publishing (01/10/2010)

Economia Finanziaria / Financial Economics

The Handbook of Microfinance gathers selected work from academics and field practitioners. In an attempt to understand the enormous gap between the limited number of clients that are currently benefiting from microfinance services, and the huge number of potential clients that are not, the selected contributions in this handbook have one common thread: the prevailing mismatch between demand by clients of microfinance institutions and potential clients selecting themselves out for their demand for a wider array of financial products is not being met

Management / Management



Anandarajan M.

e-Research Collaboration - Theory, Techniques and Challenges

ril. 9783642122569 103,95 pagg. 326;

Springer Verlag (01/07/2010)

Management / Management

Research in both academic and non-academic circles has remained virtually identical in its conduct and organization over the last few decades. Disparate groups of researchers have worked on their ideas, projects and inventions in isolated clusters, with little sharing of information and synergies from collaboration. The advent of social networks and Web portals such as MyNetResearch have led to the creation of new research networks that dramatically reduces the barriers and obstacles to collaboration by researchers who are geographically, organizationally and disciplinarily distant



Gendreau, M.

Handbook of Metaheuristics

Series: International Series in Operations Research & Management Science

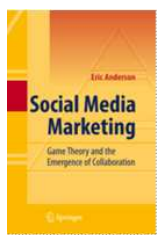
ril. 9781441916631 Eur. 187,15 pagg. 644;

Springer Verlag (01/08/2010)

Management / Management

"... an excellent book if you want to learn about a number of individual metaheuristics." (U. Aickelin, Journal of the Operational Research Society, Issue 56, 2005, on the First Edition) The first edition of the Handbook of Metaheuristics was published in 2003 under the editorship of Fred Glover and Gary A. Kochenberger. Given the numerous developments observed in the field of metaheuristics in recent years, it appeared that the time was ripe for a second edition of the Handbook. When Glover and Kochenberger were unable to prepare this second edition, they suggested that Michel Gendreau and Jean-Yves Potvin should take over the editorship, and so this important new edition is now available. Through its 21 chapters, this second edition is designed to provide a broad coverage of the concepts, implementations and applications in this important field of optimization. Original contributors either revised or updated their work, or provided entirely new chapters

Marketing / Marketing



Anderson, E.

Social Media Marketing - Game Theory and the Emergence of Collaboration

ril. 9783642132988 Eur 93,55 pagg. 188;

Springer Verlag (01/07/2010)

Marketing / Marketing

Does social media marketing signal the death of advertising, or its rebirth? Or is it merely the trend of the moment, destined for over-saturation and burnout? The current mania for social media clouds the marketer's vision with both overheated hype and dire predictions, none of which brings us closer to understanding how and why social media has emerged as a driving force in contemporary marketing. The science of game theory provides the toolset for the marketer and the marketing scholar to see past the bubble trends to the deep structure of marketer-consumer relationships.



Baron S.

Service Marketing Four-Volume Set

Pre Publication Price £550.00

ril. 9781849205740 Lst 600 pagg. 1812;

Sage Publications (01/09/2010)

Marketing / Marketing

With the rise in deregulated service-based economies in developed countries over the last 40 years, an understanding of the marketing of services is essential to the marketing student, researcher and practitioner. This four-volume collection is structured around the evolution of services marketing scholarship from 1970 to the present, giving an unprecedented, detailed account of the relationship between the theory and practice of services marketing and the changing social, economic and technical environments over time

Scienze Economiche / Economics



Gil-Lafuente A.

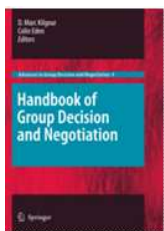
COMPUTATIONAL INTELLIGENCE IN BUSINESS AND ECONOMICS Proceedings of the MS'10 International Conference Barcelona, Spain, 15-17 July 2010

ril. 9789814324434 Lst 155 pagg. 836;

World Scientific Publishing (01/06/2010)

Scienze Economiche / Economics

This book provides some of the most recent developments in Computational Intelligence applied to business and economics presented at the MS'10 International Conference, Barcelona, 15 – 17 July, 2010. It presents several new theoretical advancements and a wide range of applications in different business and economic areas including accounting, finance, management, marketing, sports, tourism, economics and politics, and also some applications related with engineering and modeling and simulation



Kilgour, D. M.

Handbook of Group Decision and Negotiation

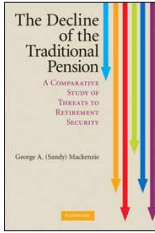
Series: Advances in Group Decision and Negotiation

ril. 9789048190966 Eur 258,96 pagg. 600;

Springer Verlag (01/07/2010)

Scienze Economiche / Economics

The growing field of Group Decision and Negotiation is best described as the empirical, formal, computational, and strategic analysis of group decision-making and negotiation, especially from the viewpoints of Management Science and Operations Research. The topic crosses many traditional disciplinary boundaries. It has connections to business administration and business strategy, management science, systems engineering, computer science, mathematics, and law, as well as economics, psychology, and other social sciences



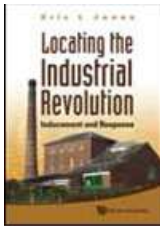
Mackenzie G.A.

The Decline of the Traditional Pension - A Comparative Study of Threats to Retirement Security

ril. 9780521518475 Lst 55 pagg. 296;
Cambridge U.P. (01/07/2010)
Scienze Economiche / Economics

The traditional (final or average salary) pension that employers have provided their employees has suffered a huge decline in labor force coverage in the United Kingdom and the United States, and less severe declines in Canada and elsewhere. The traditional pension provides a precious measure of retirement security by paying retirees an annuity for life. This study compares developments in the countries just named and in Australia, Denmark, Germany, Japan, Netherlands, Sweden, and Switzerland to explain the forces behind the decline of the traditional pension and to contrast the experience of public sector employer-provided plans, where it remains dominant

Storia Economica / Economic History

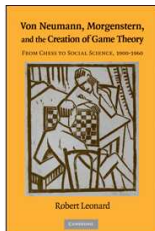


Jones

LOCATING THE INDUSTRIAL REVOLUTION - Inducement and Response

ril. 9789814295253 Lst 45 pagg. 280;
World Scientific Publishing (01/06/2010)
Storia Economica / Economic History

The familiar industrialisation of northern England and less familiar de-industrialisation of the south are shown to have depended on a common process. Neither rise nor decline resulted from differences in natural resource endowments, since they began before the use of coal and steam in manufacturing. Instead, political certainty, competitive ideology and Enlightenment optimism encouraged investment in transport and communications. This integrated the national market, intensifying competition between regions and altering economic distributions. Despite a dysfunctional landed system, agricultural innovation meant that the south's comparative advantage shifted towards the farm sector. Meanwhile its manufactures slowly declined. Once industry clustered in the less benign northern environment, technological changes in manufacturing accumulated there



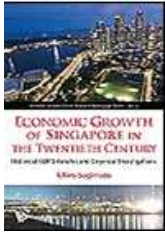
Leonard R.

Von Neumann, Morgenstern, and the Creation of Game Theory - From Chess to Social Science, 1900-1960

ril. 9780521562669 Lst 60 pagg. 400;
Cambridge U.P. (01/07/2010)
Storia Economica / Economic History

Drawing on a wealth of new archival material, including personal correspondence and diaries, Robert Leonard tells the fascinating story of the creation of game theory by Hungarian Jewish mathematician John von Neumann and Austrian economist Oskar Morgenstern. Game theory first emerged amid discussions of the psychology and mathematics of chess in Germany and fin-de-siècle Austro-Hungary. In the 1930s, on the cusp of anti-Semitism and political upheaval, it was developed by von Neumann into an ambitious theory of social organization

Teoria Dello Sviluppo / Development Theory



Sugimoto I.

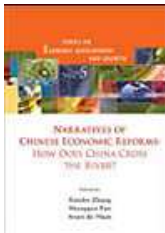
ECONOMIC GROWTH OF SINGAPORE IN THE TWENTIETH CENTURY Historical GDP Estimates and Empirical Investigations

ril. 9789814317917 Lst 55 pagg. 350;

World Scientific Publishing (01/08/2010)

Teoria Dello Sviluppo / Development Theory

Research on Singapore's economic history has been complicated by the absence of economic data on pre-independence Singapore. This book aims to fill the gap by presenting a time-series of historical GDP estimates for the periods 1900–39 and 1950–60. The new data presented in the book sheds light on two key aspects of Singapore's economic history, namely the relationship between economic instability and growth, as well as the government's fiscal policy towards economic growth. As the first comprehensive empirical economic history of twentieth-century Singapore, this book is a valuable reference source for academics and graduate students interested in development and empirical economics



Zhang X.

NARRATIVES OF CHINESE ECONOMIC REFORMS - How Does China Cross the River?

Series on Economic Development and Growth

ril. 9789814293303 Lst 61 pagg. 200;

World Scientific Publishing (01/06/2010)

Teoria Dello Sviluppo / Development Theory

Rapid growth in the Chinese economy over the past three decades poses puzzles and challenges to neo-classical economic theory, as policies implemented during the reform process were often unorthodox. Although the Chinese experience has been widely studied, myths and questions about these reforms remain. To fill in the knowledge gap, and to inform a process of learning from China's development successes, this book features a series of case studies on the policy process of different initiatives, including rural industrialization, dual-track price reform, migration policy, village elections and fiscal reform

Licosa
Sansoni

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