

Marzo/Aprile

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50125 Firenze

SCIENZE ECONOMICHE / ECONOMICS



Joe Ben Hoyle

FUNDAMENTALS OF ADVANCED ACCOUNTING

ISBN br. 9780073379463 Lst 96,99

pagg. 640;

McGraw Hill (01/02/2008)

Contabilita' / Accounting

Fundamentals of Advanced Accounting, 3/e is ideal for those schools wanting to cover 12 chapters in their advanced accounting course. This brief yet concise text allows students to think critically about accounting, just as they will do preparing for the CPA exam. With this text, students gain a well-balanced appreciation of the Accounting profession. The 3rd edition introduces the students to the field's many aspects, while focusing on past and present resolutions. The text continues to show the development of financial reporting as a product of intense and considered debate that continues today and into the future as it originates from Hoyle's big text Advanced Accounting.



Joe Ben Hoyle, Thomas Schaefer, Timothy Douppnik

ADVANCED ACCOUNTING

ISBN br. 9780071288026 Lst 45,99

pagg. 928;

McGraw Hill (01/02/2008)

Contabilita' / Accounting

The approach used by Hoyle, Schaefer, and Douppnik in the new edition allows students to think critically about accounting, just as they will do while preparing for the CPA exam. With this text, students gain a well-balanced appreciation of the Accounting profession. The 9th edition introduces the students to the field's many aspects, while focusing on past and present resolutions. The text continues to show the development of financial reporting as a product of intense and considered debate that continues today and into the future.

Federico N. De Luca

ECONOMIC CORRUPTION : DETECTION, COSTS & PREVENTION

ISBN ril. 9781604561609 Lst 104,50



Nova Science (01/05/2008)

Economia / Economics

Corruption has been around for a very long time and will be around in the future unless governments can figure out effective ways to combat it. This is not going to be easy. Although the study of the causes and consequences of corruption has a long history in economics, going back 30 years to seminal contributions on what economists call rent seeking, related empirical work on quantifying the extent of corruption and putting a dollar sign on its economic effects has been limited. This is hardly surprising since most corruption is clandestine. Also, determining just how efficient government institutions are is not what would be called an exact science. As a consequence, corruption is notoriously hard to measure and empirical economic research on the question is fairly meagre. The prevailing view is that corruption is harmful to economic growth. This new book presents the latest research from around the globe.



Walliser, Bernard
COGNITIVE ECONOMICS

ISBN ril. 9783540713463 Eur 77,95
pagg. 185;
Springer Verlag (20/04/2008)
Economia / Economics

As a manifestation of a 'cognitive turn' observable in all social sciences, Cognitive Economics is concerned with the beliefs and mental operations held by actors placed within a dynamical and strategic environment. It appears as a synthesis of an educative research program, dealing with crossed expectations of actors, and an evolutionist research program on collective learning processes.



Cooper
BUSINESS RESEARCH METHODS

ISBN ril. 9780071263337 Lst 38,99
pagg. 768;
McGraw Hill (01/01/2008)
Economia Aziendale / Business Economics

In its Anniversary 10th Edition, authors Cooper and Schindler continue to provide the most timely, richest, and most comprehensive coverage of the research experience in Business Research Methods. Students and instructors will find thorough coverage of business research topics – including the best coverage of questionnaire design – backed by solid theory. The authors are successful marketing research consultants; their expertise is evident in the realistic Snapshots, Close-Ups, PicProfiles, and case studies found in the text. Managerial decision making is the underlying theme, and topics and applications are presented and organized in a manner that allows students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.



European Commission, Directorate-General for Economic and Financial Affairs

EUROPEAN ECONOMY – REPORT NO 4/2007

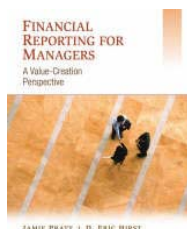
Labour market and wage developments in 2006, with special focus on relative unit labour cost developments in the euro area

ISBN br. 9789279049491 Eur 50
pagg. 228;
Europa Publishing (20/03/2008)
Economia Finanziaria / Financial Economics

testo: inglese

This report analyses labour market and wage developments in 2006 from a macroeconomic perspective, looking at the main geographical aggregations (euro area, EU-15, NMS10 and EU-27).

Within the framework of the revamped Lisbon strategy for growth and jobs, this report is a contribution to the overall efforts to upgrade the monitoring of macroeconomic developments in the EU. To this end, the report presents an analytical interpretation of the most recent trends and prospects on both the quantity side (participation, unemployment and employment) and the labour cost side (wage and unit labour cost developments).



Jamie Pratt
FINANCIAL REPORTING FOR MANAGERS

A Value-Creation Perspective

ISBN br. 9780471457497 Lst 57,95
pagg. 430;
Wiley (06/05/2008)
Economia Finanziaria / Financial Economics

This is the first and only book to combine the concept of shareholder value creation with the financial reporting process. Readers will discover the clear links between shareholder value creation, the financial accounting statements, and the market value of the firm. They'll also explore the steps leading from good decisions by management to strong financial statements, and higher shareholder value and stock prices. Throughout the pages, the authors strike an effective balance among the mechanics underlying the preparation of the statements, the measurement issues behind the mechanics, and the economic context in which the statements are prepared and used.



Niklas Wagner

CREDIT RISK

ISBN br. 9781584889946 Lst 49,99

pagg. 432;

Chapman Hall/ CRC (22/05/2008)

Economia Finanziaria / Financial Economics

This volume illustrates how a risk management system can be implemented through an understanding of portfolio credit risks, a set of suitable models, and the derivation of reliable empirical results. It focuses on the application of new products in the financial services industry and the growing market of credit derivatives.



Professional Risk Manager's International Association

THE PROFESSIONAL RISK MANAGERS' GUIDE TO FINANCIAL MARKETS

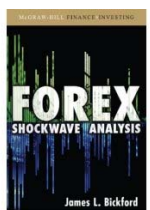
ISBN ril. 9780071546485 Lst 51,99

pagg. 400;

McGraw Hill (20/02/2008)

Economia Finanziaria / Financial Economics

The Professional Risk Managers' Guide to Financial Markets provides a robust discussion of how financial risk management takes place in the context of the world's major financial markets: the money market, bonds, futures, commodities, stock, and foreign exchange. The reference begins with rigorous introduction to the world of financial markets, discussing the importance of liquidity, comparing exchanges to alternative markets, the role of technology, effects of post-trade processing, and new financial markets. Each chapter then goes on to deliver in-depth coverage of specific markets from a leading expert in the field.



James L. Bickford

FOREX SHOCKWAVE ANALYSIS

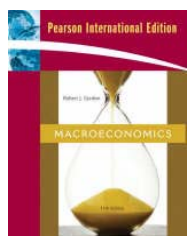
ISBN br. 9780071498142 Lst 40,99

pagg. 368;

McGraw Hill (01/02/2008)

Macroeconomia / Macroeconomics

More than \$2 trillion is traded in the foreign exchange every day, and many experts believe this figure will double in the next five years. Fortunately for spot currency traders, the high-volume periods in this market are predictably moved by information released from government and informational agencies, typically on Wednesdays and Fridays at 8:30 a.m. Knowing this gives the Forex trader tremendous analytical advantage, and in *Forex Shockwave Analysis*, veteran online spot currency trader James Bickford offers reliable techniques and know-how to capitalize on the violent disruptions that happen at these times.



Robert J. Gordon

MACROECONOMICS

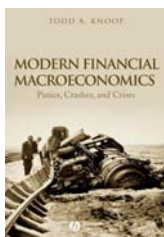
ISBN br. 9780321552075 Lst 50,99

pagg. 672;

Pearson Education (28/04/2008)

Macroeconomia / Macroeconomics

Macroeconomics is widely praised for its ability to present theory as a way of evaluating key macro questions, such as why some countries are rich and others are poor. Gordon makes extensive use of data, international examples, and case studies throughout, and the Eleventh Edition incorporates critical developments in the field. New topics include the housing bubble and housing wealth, the effect of oil prices on the economy, and the purchase of dollar reserves by China to finance the U.S. import deficit. Students have a natural interest in what is happening today and what will happen in the near future. *Macroeconomics* capitalizes on their interest by beginning with business cycles and monetary-fiscal policy in both closed and open economy. After that, Gordon presents a unique dynamic analysis of demand and supply shocks as causes of inflation and unemployment, followed by a dual approach to economic growth in which theory and real-world examples are used to compare rich and poor countries.



Todd A. Knoop

MODERN FINANCIAL MACROECONOMICS: PANICS, CRASHES, AND CRISES

ISBN ril. 9781405161800 Lst 50 ISBN br. 9781405161817 Lst 24,99

pagg. 288;

Blackwell Science (28/03/2008)

Macroeconomia / Macroeconomics

Modern Financial Macroeconomics takes a non-technical approach in examining the role that financial markets and institutions play in shaping outcomes in the modern macro economy.

- Reviews historical and contemporary macroeconomic theory
 - Examines governmental influence on moderating (or exacerbating) economic fluctuations
 - Discusses both empirical and theoretical links between financial systems and economic performance, as well as case studies detailing the role of finance in specific business cycle episodes
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Andrew Ghillyer

MANAGEMENT: A REAL WORLD APPROACH

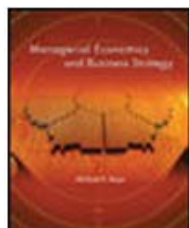
ISBN br. 9780073377018 Lst 42,99

pagg. 496;

McGraw Hill (01/02/2008)

Management / Management

Many principles of management textbooks make the assumption that students already have a stable understanding of the subject. Management: A Real World Approach, combines the theory students need with examples within their grasp as well as providing reinforcing exercises and activities to help them retain and apply what they have learned. The text and ancillary materials help address the question that many students ask when taking a principles of management course: "What does management mean to me?"



Baye

MANAGERIAL ECONOMICS AND BUSINESS STRATEGY

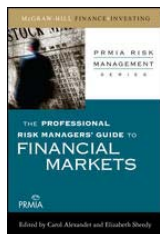
ISBN ril. 9780071263207 Lst 42,99

pagg. 672;

McGraw Hill (01/02/2008)

Management / Management

Baye's Managerial Economics and Business Strategy remains the best-selling managerial economics textbook. It was the first textbook to provide students with the tools from intermediate microeconomics, game theory, and industrial organization to make sound managerial decisions. Baye is known for his real-world examples, frontier research, inclusion of modern topics not found in other managerial books, as well as balanced coverage of traditional and modern microeconomic tools. The Sixth Edition retains all of these signature features, and it includes a number of new class-tested features. These include enhanced pedagogical features such as learning objectives, new and updated business applications, additional end-of-chapter problems, better prose, and updated data. Additionally, the Time Warner Case, introduced last edition, is strengthened in the Sixth Edition with detailed teaching notes and nine additional end-of-case problems.



Professional Risk Manager's International Association

THE PROFESSIONAL RISK MANAGERS' GUIDE TO FINANCIAL MARKETS

ISBN br. 9780071546485 Lst 51,99

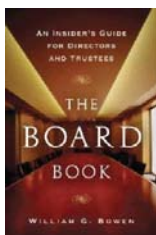
pagg. 400;

McGraw Hill (01/02/2008)

Management / Management

The Professional Risk Managers' Guide to Financial Markets provides a robust discussion of how financial risk management takes place in the context of the world's major financial markets: the money market, bonds, futures, commodities, stock, and foreign exchange.

The reference begins with rigorous introduction to the world of financial markets, discussing the importance of liquidity, comparing exchanges to alternative markets, the role of technology, effects of post-trade processing, and new financial markets. Each chapter then goes on to deliver in-depth coverage of specific markets from a leading expert in the field.



William G. Bowen

THE BOARD BOOK

An Insider's Guide for Directors and Trustees

ISBN br. 9780393066456 Lst 17,99

pagg. 256;

W.W. Norton (01/04/2008)

Management / Management

Bowen, former Mellon Foundation and Princeton University president, offers advice on the "machinery" required to run a board effectively, including the uses of committees and executive sessions, the handling of leaks, and the recruitment of new board members.



Tracy Harwood, Tony Garry, Anne Broderick

RELATIONSHIP MARKETING

ISBN br. 9780077114220 Lst 29,99

McGraw Hill (01/02/2008)

Marketing / Marketing

This book provides a comprehensive introduction to the key theoretical concepts and models of relationship marketing. Drawing on existing literature and current thinking, Relationship Marketing explores the different perspectives on the subject and presents them in relation to a range of practical contexts, including the public sector, arts, professional services and virtual communities as well as the more traditional domains of marketing.



Crossing Bridges

POLITICAL ECONOMY, LINGUISTICS AND CULTURE

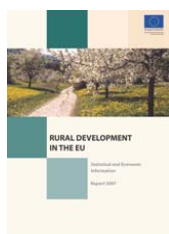
ISBN ril. 9780387733715 Eur 93,55

pagg. 252;

Springer Verlag (20/04/2008)

Scienze Economiche / Economics

During the late 19th and throughout the 20th century, social sciences in general and economics in particular have undergone enormous progress. This has led to something of an embarrassment of riches. While certain topics have been fully researched to the point where the marginal benefit from further research is approaching zero, others have remained largely under-researched or were being ignored altogether.



European Commission, Directorate-General for Agriculture and Rural Development

RURAL DEVELOPMENT IN THE EUROPEAN UNION – STATISTICAL AND ECONOMIC INFORMATION REPORT

with CD-ROM included

ISBN br. 9789279080104 Eur 30

pagg. 368;

Europa Publishing (20/03/2008)

Scienze Economiche / Economics

With the evolution of the Common Agricultural Policy, rural development gained in importance and information needs have also evolved. For this reason, the DG for Agriculture and Rural Development now prepares an annual specific report aiming to provide, on a regular basis, a comprehensive set of information on rural areas and the implementation of the EU's rural development policy.

The aims of the policy have been simplified and clarified around three clearly defined economic, environmental and territorial objectives:

- improving the competitiveness of agriculture and forestry;
 - improving the environment and the countryside;
 - improving the quality of life in rural areas and encouraging diversification of economic activity.
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Hyman P. Minsky

STABILIZING AN UNSTABLE ECONOMY

ISBN ril. 9780071592994 Lst 19,99

pagg. 350:

McGraw Hill (29/05/2008)

Scienze Economiche / Economics

Licosa
informa

With today's financial market turmoil rocking investments around the globe, market watchers say we're in a "Minsky moment," where financial crisis is inevitable. "Stabilizing an Unstable Economy" is now accessible to all money managers, traders, and economists in this new edition.

Licosa

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