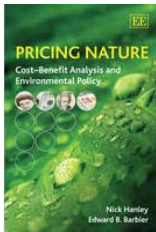


SCIENZE ECONOMICHE / ECONOMICS

Economia / Economics



Hanley N.

Pricing Nature: Cost-benefit Analysis and Environmental Policy

ril. 9781845427894 Lst 89,,95 Br. 9781848444706 Lst 25 pagg. 360;

Edward Elgar Publishing (01/09/2009)

Economia / Economics

Cost-Benefit Analysis (CBA) is one of the most useful tools of applied economics for the social appraisal of public projects and government policies. Nick Hanley and Edward Barbier show how CBA can be applied to environmental policy choice and environmental resource management. They cover the conceptual underpinnings of CBA, practical methods for applying CBA, and a wide range of case study applications from Europe, North America and developing countries. Issues such as the value of ecosystem services and the special problems posed for CBA by environmental management are brought into close focus. The textbook is aimed at students on inter-disciplinary courses as well as those studying environmental economics, welfare economics and public policy. It will also be of interest to people in the policy community, NGOs and consultancy sectors

Economia Aziendale / Business Economics



Moeran B.

Advertising: Critical Readings 4 Vols

PRE-PUB PRICE OF £595 valid 31/12/09

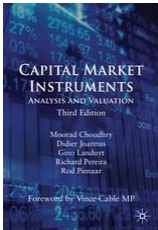
ril. 9781847885500 Lst 650 pagg. 1600;

A & C Black (01/12/2009)

Economia Aziendale / Business Economics

Advertising is big business in its own right; global spending in 2010 is estimated at \$450 billion. Advertising plays a crucial role not only in persuading customers to purchase or consume more of a particular brand or service but also influences taste and choice. This influence extends far beyond commercial goods and services to all areas of life including political parties, religious bodies, and non-profit organisations. In the past 15 years, the internet and the mobile phone have opened up vast new opportunities for advertising-lead marketing based not only on spam but more importantly on data analysis of individual site viewing and purchasing decisions. Amazon is a prime example of driving business in this way. "Advertising: Critical Readings" brings together the key writings - drawing on both journals and books - to present an authoritative and comprehensive survey of the field. This major reference work will be invaluable to scholars and professionals in Advertising, Business, Media and Communications

Economia Finanziaria / Financial Economics



Choudhry M.

Capital Market Instruments Analysis and Valuation 3/e

ril. 9780230576032 Lst 49 pagg. 576;

Palgrave Macmillan (04/12/2009)

Economia Finanziaria / Financial Economics

The third edition of Capital Market Instruments: Analysis and Valuation is a fully revised and updated guide to the most important products in use in the financial markets today, providing clear understanding of key concepts, mathematical techniques and market analysis. There is detailed coverage of debt and equity products and market conventions, illustrated with worked examples and case studies of events in the industry. The book is accompanied by web-based software for a yield curve construction model, enabling readers to set up an Excel application to calculate spot and forward interest rates



Epstein G.A.

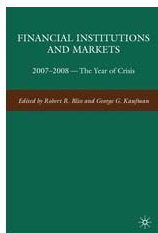
Beyond Inflation Targeting - Assessing the Impacts and Policy Alternatives

ril. 9781847209382 Lst 89,95 pagg. 360;

Edward Elgar Publishing (01/11/2009)

Economia Finanziaria / Financial Economics

In this book, an international team of economists explore country specific alternatives to inflation targeting. The dominant policy framework of central bank policy focuses on keeping inflation in the low single digits to the virtual exclusion of other key goals such as employment creation, poverty reduction and sustainable development. The book offers socially valuable alternatives that economists, policymakers, students and interested laypeople should consider before adopting a one size fits all, and often inadequate, policy that has become a virtual policy making fad



Kaufman G.G.

Financial Institutions and Markets / 2007-2008 The Year of Crisis

ril. 9780230619272 Lst 60 pagg. 228;

Palgrave Macmillan (27/11/2009)

Economia Finanziaria / Financial Economics

This book is a collection of research papers that contribute to the understanding of ongoing developments in financial institutions and markets both in the United States and globally



LaBrosse J.R.

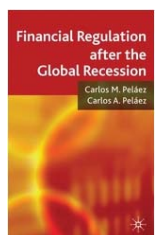
Financial Crisis Management and Bank Resolution

ril. 9781843118251 Lst 175

Informa Publishing (01/11/2009)

Economia Finanziaria / Financial Economics

Financial Crisis Management and Bank Resolution provides an analysis of the responses to the recent crisis that has beset the international financial markets taking a top down approach looking at the mechanisms to manage a financial crisis, to the practicalities of dealing with the resolution of a bank experiencing distress



Peláez

Financial Regulation after the Global Recession

ril. 9780230239029 Lst 60 pagg. 224;

Palgrave Macmillan (13/11/2009)

Economia Finanziaria / Financial Economics

This volume offers extensive coverage of subjects on the regulation of banks and securities markets. It provides tools to help illustrate the principles of regulation, and presents real examples of the credit crunch. The analysis of functions of financial institutions demonstrates how structures, such as the government, react to innovations such as securitization. The authors of this volume, both prominent experts in this field, illustrate how regulatory reform will provide a balance between financial stability and economic growth, whilst strengthening the recovery of the economy and ultimately leading to future prosperity

Economia Internazionale / International Economics



Aliber R.Z.

The New International Money Game 7/e

ril. 9780230018945 Lst 75 br. 9780230018976 Lst 24,99 pagg. 416;

Palgrave Macmillan (18/12/2009)

Economia Internazionale / International Economics

When Robert Z. Aliber's *The International Money Game* first appeared in 1973, it was widely acclaimed as the best – and the most entertaining – introduction to the arcane mysteries of international finance. The 7th edition of this classic work has been fully re-written to recognize the immense changes in the global economy in the last thirty five years. There have been four waves of financial crises; each wave has involved the failures of banks and other financial institutions in three, four, or more countries.

Microeconomia / Microeconomics



Secchi C.

European Economic Governance in the Age of Turbulence

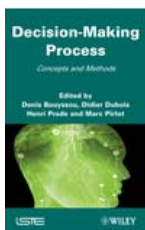
ril. 9781848445307 Lst 59,95 pagg. 256;

Edward Elgar Publishing (01/09/2009)

Microeconomia / Microeconomics

During the current economic crisis recurring questions on the validity of the liberal economic system have resurfaced concerning the role of the state and the free market, the proactive use of fiscal policies, economic nationalism, and environmental sustainability. However, due to the depth and scope of the crisis new emphasis is being placed on these issues. This book attaches great importance to the specific consequences for the European Union by addressing critical themes surrounding its role in the new era of global economic governance. These include the coherence of common monetary policy with national fiscal policies, new financial regulation and supervision, and the future sustainability of national rescue plans and their compatibility with ambitious targets, such as those addressing climate change

Scienze Economiche / Economics



Bouyssou D.

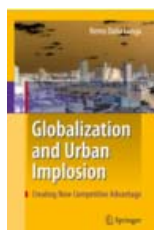
Concepts & Methods of Decision-Making

ril. 9781848211162 Lst 110 pagg. 928;

Wiley (01/05/2009)

Scienze Economiche / Economics

This book provides an overview of the main methods and results in the formal study of the human decision-making process, as defined in a relatively wide sense. A key aim of the approach contained here is to try to break down barriers between various disciplines encompassed by this field, including psychology, economics and computer science. All these approaches have contributed to progress in this very important and much-studied topic in the past, but none have proved sufficient so far to define a complete understanding of the highly complex processes and outcomes. This book provides the reader with state-of-the-art coverage of the field, essentially forming a roadmap to the field of decision analysis



Dalla Longa R.

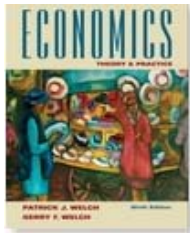
Globalization and Urban Implosion - Creating New Competitive Advantage

ril. 9783540705116 Eur 99,95 pagg. 224;

Springer Verlag (13/11/2009)

Scienze Economiche / Economics

In the past twenty years, globalization has led to an obsolescence of economic and social urban functions. Large cities face an implosion of old functions and, thus, have a clear need to replace old functions with new ones, especially within complex urban areas with a high concentration of both public and private assets. In this context, new forms of policies, participation models, exclusion as well as the integration of public and private needs need to be considered. Hence, the creation or destruction of values depends on how new functions replace old ones



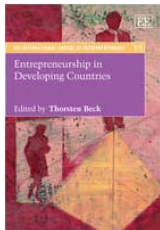
Welch P.J.

Economics: Theory and Practice, 9/e

br. 9780470450093 Lst 108 pagg. 560;
Wiley (01/12/2009)
Scienze Economiche / Economics

The ninth edition introduces business professionals to basic economic concepts, institutions, relationships, and terminology. It has been updated with the most current qualitative data. Over 20 new applications have been added that help them connect economics to real-world experiences. They'll gain insight into green economics and how business and the environment are related. Critical Thinking Cases are presented at the end of the chapter to show how concepts are applied. Up for Debate sections also examine the different sides of current economic issues. These updates prepare business professionals to apply their economic knowledge in the field

Teoria Dello Sviluppo / Development Theory



Beck T.

Entrepreneurship in Developing Countries

ril. 9781848444348 Lst pagg. 800;
Edward Elgar Publishing (01/09/2009)
Teoria Dello Sviluppo / Development Theory

This essential collection contains the most influential articles written over the past two decades that help us to understand the role of entrepreneurs in the development process, both theoretically and empirically. These important papers span a wide methodological range, from theoretical models, over cross-country studies, to firm- and household-level studies, utilizing both regression analysis and simulation techniques. Professor Beck has written an insightful introduction which provides an overview of the area of entrepreneurship in developing countries.

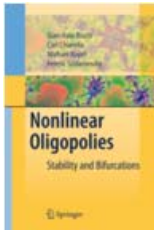


Lucas R.E.B.

Global Exchange and Poverty: Trade, Investment and Migration

Series: Global Development Network
ril. 9781847208330 Lst 79,95 pagg. 352;
Edward Elgar Publishing (30/11/2009)
Teoria Dello Sviluppo / Development Theory

This book examines how policies implemented by members of the Organisation for Economic Co-operation and Development (OECD) affect development and poverty in developing and transition economies. The book focuses on three areas of interaction between developed countries and the rest of the world: trade, migration and foreign direct investment. "Global Exchange and Poverty" is a great accompaniment to the ongoing debate surrounding OECD policy coherence. By tracing the link between OECD policy and poverty in the developing world, the authors provide the inputs necessary to make policy mutually consistent and coherent within each developed country and coordinated across developed countries in order to avoid contradictions and cumulative unintended consequences

Teoria Economica / Economic Theory

Bischi G.I.

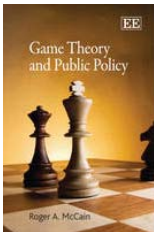
Nonlinear Oligopolies - Stability and Bifurcations

ril. 9783642021053 Eur 99,95 pagg. 370;

Springer Verlag (30/11/2009)

Teoria Economica / Economic Theory

The book focuses on the dynamics of nonlinear oligopoly models. It discusses the classical Cournot model with a large variety of demand and cost functions that illustrate the many different types of possible best response functions and it shows the existence of unique and multiple equilibria. Particular emphasis is placed on the influence of nonnegativity and capacity constraints. Dynamics are introduced under various assumptions for the adjustment process. An introduction to the analysis of global dynamics is given through some specific examples



McCain

Game Theory and Public Policy

ril. 9781847208279 Lst 65 pagg. 272;

Edward Elgar Publishing (01/10/2009)

Teoria Economica / Economic Theory

Game theory is useful in understanding collective human activity as the outcome of interactive decisions. In recent years it has become a more prominent aspect of research and applications in public policy disciplines such as economics, philosophy, management and political science, and in work within public policy itself. Here Roger McCain makes use of the analytical tools of game theory with the pragmatic purpose of identifying problems and exploring potential solutions in public policy

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