



Business & Economics

Springer and Palgrave Essential Textbooks

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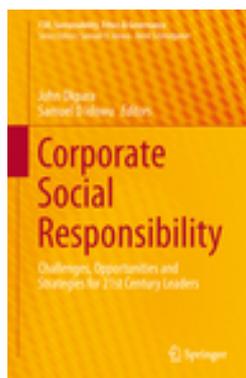
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ISBN : 978-3-642-40974-5

Okpara, John O., Idowu, Samuel O. (Eds.),
Bloomsburg University of Pennsylvania,
Bloomsburg, PA, USA

Corporate Social Responsibility Challenges, Opportunities and Strategies for 21st Century Leaders

- Focusses on issues that are of utmost importance to corporate entities, which aspire to act socially responsible and successful at the same time
- Supports decision making for sustainable strategies
- Provides a basis for senior undergraduate and graduate courses in CSR

In today's global business environment it is no longer acceptable that a corporation does well simply by doing good. It is expected. With increasing pressures from stakeholders to improve the bottom line as well as to be good corporate citizens, business leaders face tough decisions. What social issues should we support? What initiatives should we develop that will do the most good for the company as well as the cause? Do we include social messages in our advertising, encourage our employees to volunteer, do we modify our business practices? How do we integrate a new initiative into current strategies? These and other challenges will ...

Contents

Part I: Conceptual Framework of CSR.- Part II: Global Challenges and Opportunities.- Part III: Sustainability: Implementing CSR in MNCs/ MNEs, SMEs, and Family Business.- Part IV: CSR in Higher Education Institutions around the World.

Fields of Interest

Business Ethics; Public Administration;
Business Strategy/Leadership

Content Level

Upper undergraduate

Product category

Undergraduate textbook

Available

Bibliography

2013,XXXI, 296 p. 16 illus.(CSR, Sustainability, Ethics & Governance) Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-658-07883-6

Morschett, D., Schramm-Klein, H., Zentes, J.,
University of Fribourg, Fribourg, Switzerland

Strategic International Management

Text and Cases

- 23 lessons on key issues of strategic international management, accompanied by comprehensive case studies
- Shows the various strategy concepts of internationally active companies and their implementation in practice
- All case studies were revised, new chapters and recent data were integrated

A compact overview of the most relevant concepts and developments in International Management. The various strategy concepts of internationally active companies and their implementation in practice are the core of this book. The authors describe the particularities of international value chain activities and management functions and offer a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. In 23 lessons, a comprehensive ...

Contents

Introduction to Strategic International

Management.- The External Environment.- International Coordination.- Foreign Operation Modes.- Selected Value Chain Activities.- Selected International Business Functions.

Fields of Interest

Business Strategy/Leadership; Business and Management, general; Management

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

3rd ed. 2015,XIV, 561 p. 122 illus. With online files/update. Softcover

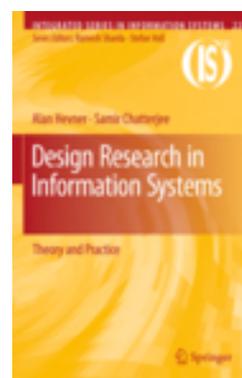
Medium Type

Book w. online files / update

Imprint

Springer Gabler

Order Quantity



ISBN : 978-1-4419-5652-1

Hevner, Alan, Chatterjee, Samir, University of South Florida College of Business Administration, Tampa, FL, USA

Design Research in Information Systems

Theory and Practice

- -Hevner and Chatterjee are two most prominent names in the field
- -Suitable as a text or reference, bringing field completely up to date
- -Contributing authors selected from best papers presented at DESRIST conferences

It is 5 years since the publication of the seminal paper on "Design Science in Information Systems Research" by Hevner,

March, Park, and Ram in MIS Quarterly and the initiation of the Information Technology and Systems department of the Communications of AIS. These events in 2004 are markers in the move of design science to the forefront of information systems research. A sufficient interval has elapsed since then to allow assessment of from where the field has come and where it should go. Design science research and behavioral science research started as dual tracks when IS was a young field. By the 1990s, the influx of behavioral scientists ...

Contents

to Design Science Research.- Design Science Research in Information Systems.- Design Science Research Frameworks.- On Design Theory.- Twelve Theses on Design Science Research in Information Systems.- A Science of Design for Software-Intensive Systems.- People and Design.- Software Design: Past and Present.- Evaluation.- The Use of Focus Groups in Design Science Research.- Design and Creativity.- A Design Language for Knowledge Management Systems (KMS).- On Integrating Action Research and Design Research.- Design Science in the Management Disciplines.- Design Science Research in Information Systems: A Critical Realist Approach.- Design of ...

Fields of Interest

IT in Business; Management of Computing and Information Systems; Information Systems and Communication Service; Models and Principles; Information Systems Applications (incl. Internet); e-Commerce/e-business

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2010,XXVIII, 320 p.(Integrated Series in Information Systems, Volume 22) Hardcover

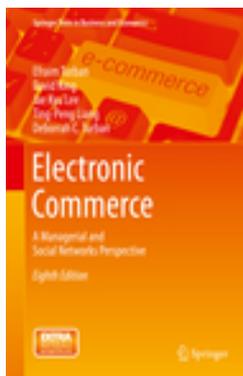
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-36270-0

Turban, E., King, D., Lee, J.K., Liang, T.-P., Turban, D. C., University of Hawaii, Kihei, HI, USA

Electronic Commerce

A Managerial and Social Networks Perspective

- The leading Graduate text on E-Commerce brought completely up to date
- End of chapter exercises, case studies, and class projects
- Online tutorials

Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, ...

Contents

Overview of Electronic Commerce.- E-Commerce: Mechanisms, Infrastructure, and Tools.- Retailing in Electronic Commerce: Products and Services.- Business-to-Business E-Commerce.- Innovative EC Systems: From E-Government to E-Learning, Collaborative Commerce, and C2C Commerce.- Mobile Commerce and Ubiquitous Computing.- Social Commerce: Foundations, Social Marketing, and Advertising.- Social Enterprise and Other Social Commerce Topics. - Marketing and Advertising in E-Commerce.- E-Commerce Security and Fraud Issues and Protections.- Electronic Commerce Payment Systems.- Order Fulfillment Along the Supply Chain.- EC Strategy, Globalization, and ...

Fields of Interest

IT in Business; Operations Research/Decision Theory

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

Softcover reprint of the original 8th ed. 2015,XXXVIII, 791 p. 112 illus., 100 illus. in color.(Springer Texts in Business and Economics) Softcover

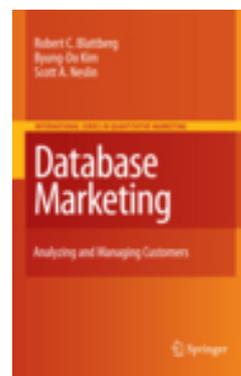
Medium Type

Book (Paperback Initiative)

Imprint

Springer

[Order Quantity](#)



ISBN : 978-0-387-72578-9

Blattberg, R.C., Kim, B.-D., Neslin, S.A., Northwestern University Kellogg School of Management, Evanston, IL, USA

Database Marketing

Analyzing and Managing Customers

- Most comprehensive treatment to date of database mktg.; covers all major practical and theoretical aspects of field
- Presents quantitative models, techniques and methodologies for analyzing customer data and making sound business decisions
- Includes case examples to demonstrate application of principles and techniques

Database marketing is at the crossroads of technology, business strategy, and customer relationship management. Enabled by sophisticated information and communication systems, today's organizations have the capacity to analyze customer data to inform and enhance every facet of the enterprise—from branding and promotion campaigns to supply chain management to employee training to new product development. Based on decades of

collective research, teaching, and application in the field, the authors present the most comprehensive treatment to date of database marketing, integrating theory and practice. Presenting rigorous models, methodologies, ...

Contents

Introduction.- Why Database Marketing.- Organized for Database Marketing.- Customer Privacy in a CRM Environment.- LTV Fundamentals.- LTV Advanced Issues.- LTV Applications.- Sources of Data.- Test Design and Analysis.- The Predictive Modeling Process.- Foundations of Statistical Modeling.- RFM Analysis.- Market Basket Analysis.- Collaborative Filtering.- Discrete Dependent Variable and Duration Models.- Cluster Analysis.- Decision Trees.- Neural Networks.- Machine Learning.- Acquiring Customers.- Cross-Selling and Up-Selling.- Frequency Reward Programs.- Customer Tier Programs.- Churn Management.- Multi-Channel Customer Management.- ...

Fields of Interest

Market Research/Competitive Intelligence; Marketing; Management; Innovation/Technology Management

Content Level

Research

Product category

Undergraduate textbook

Available

Bibliography

2008,XXIV, 872 p.(International Series in Quantitative Marketing, Volume 18) Hardcover

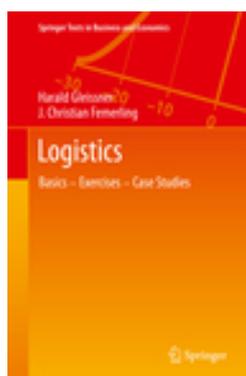
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-01768-6

Gleissner, Harald, Femerling, J. Christian, Berlin School of Economics and Law, Berlin, Germany

Logistics

Basics — Exercises — Case Studies

- Offers a broad range of exercises and case studies
- Written by authors with outstanding logistics industry practice and teaching experience
- Suitable complementary case study book is available

Logistics is the ideal book for Bachelor students of logistics, providing a solid foundation as well as a practical guide. In modular and clear form, it explains key concepts, principles, and practices of logistics. Learning objectives as well as several case studies are integrated into each chapter. It features chapters on Principles of Logistics; Logistics Systems; Transport Systems and Logistics Services; Warehousing, Handling and Picking Systems; Inventory, Stock and Provisioning Management; Logistics Network Planning; IT in Logistics; and Logistics Controlling. In addition, the second fully updated German edition has been extended by ...

Contents

Introduction.- The Principles of Logistics.- Logistics Systems.- Logistical Infrastructure.- Transport Systems and Logistics Services.- Warehousing, Handling, and Picking Systems.- Inventory, Stock, and Provisioning Management.- Logistics Network Planning.- IT in Logistics.- Investment and Financing in Logistics.- Logistics Controlling.- Business Models and Industry Solutions.

Fields of Interest

Operations Management; Engineering Economics, Organization, Logistics, Marketing; Organization

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2013,XXI, 311 p. 156 illus.(Springer Texts in Business and Economics) Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-1-4614-6939-1

Burke, Edmund K., Kendall, Graham (Eds.), University of Stirling, Scotland, UK

Search Methodologies

Introductory Tutorials in Optimization and Decision Support Techniques

- Brings field of heuristic optimization methods up to date
- Three new chapters cover scatter search, GRASP, and very large neighborhood search
- The editors, Edmund K. Burke and Graham Kendall, are respected names in the field

The first edition of Search Methodologies: Introductory Tutorials in Optimization and Decision Support Techniques was originally put together to offer a basic introduction to the various search and optimization techniques that students might need to use during their research, and this new edition continues this tradition. Search Methodologies has been expanded and brought completely up to date, including new chapters covering scatter search, GRASP, and very large neighborhood search. The chapter authors are drawn from across Computer Science and Operations Research and include some of the world's leading authorities in their field. The book ...

Contents

Introduction.- Classical Techniques.- Integer Programming.- Genetic Algorithms.- Scatter Search.- Genetic Programming.- Artificial Immune Systems.- Swarm Intelligence.- Tabu Search.- Simulated Annealing.- GRASP: Greedy Randomized Adaptive Search Procedures.- Variable Neighborhood Search.- Very Large-Scale Neighborhood Search.- Constraint Programming.- Multi-objective Optimization.- Sharpened and Focused No Free Lunch and Complexity Theory.- Machine Learning.- Fuzzy Reasoning.- Rough-Set-Based Decision Support.- Hyper-heuristics.- Approximations and Randomization.- Fitness Landscapes.

Fields of Interest

Operations Research/Decision Theory;
Operations Research, Management Science;
Artificial Intelligence

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2014,XIV, 716 p. 135 illus., 15 illus. in color. Hardcover

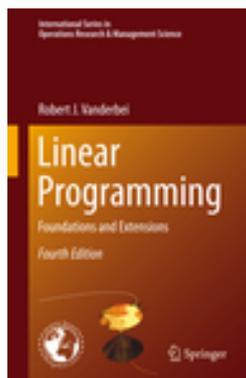
Medium Type

Book

Imprint

Springer

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ISBN : 978-1-4614-7629-0

Vanderbei, Robert J, Princeton University,
Princeton, NJ, USA

Linear Programming**Foundations and Extensions**

- Complete updating of bestselling text in the field
- Includes online chapter problems at author website
- Significant new material about the average-case behavior of the various algorithms covered

This Fourth Edition introduces the latest theory and applications in optimization. It emphasizes constrained optimization, beginning with a substantial treatment of linear programming and then proceeding to convex analysis, network flows, integer programming, quadratic programming, and convex optimization. Readers will discover a host of practical business applications as well as non-business applications. Topics are

clearly developed with many numerical examples worked out in detail. Specific examples and concrete algorithms precede more abstract topics. With its focus on solving practical problems, the book features free C programs to ...

Contents

Introduction.- The Simplex Method.- Degeneracy.- Efficiency of the Simplex Method.- Duality Theory.- The Simplex Method in Matrix Notation.- Sensitivity and Parametric Analyses.- Implementation Issues.- Problems in General Form.- Convex Analysis.- Game Theory.- Regression.- Financial Applications.- Network-Type Problems.- Applications.- Structural Optimization.- The Central Path.- A Path-Following Method.- The KKT System.- Implementation Issues.- The Affine-Scaling Method.- The Homogeneous Self-Dual Method.- Integer Programming.- Quadratic Programming.- Convex Programming.

Fields of Interest

Operations Research/Decision Theory;
Operations Research, Management Science;
Optimization

Content Level

Research

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

4th ed. 2014,XXII, 414 p. 86 illus.(International Series in Operations Research & Management Science, Volume 196) Hardcover

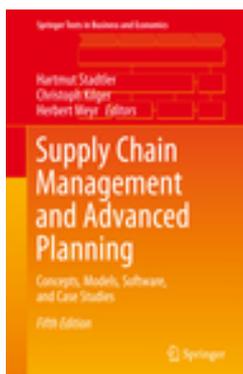
Medium Type

Book

Imprint

Springer

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ISBN : 978-3-642-55308-0

Stadler, H., Kilger, C., Meyr, H. (Eds.), Hamburg,
Germany

Supply Chain Management and Advanced Planning**Concepts, Models, Software, and Case Studies**

- Leading experts in the fields of Supply Chain Management and Advanced Planning from consultancy companies and academia provide insights into the concepts underlying APS
- Nine case studies cover APS from various software vendors and provide valuable insights regarding its successful implementation
- As a supplement, basics of major solution algorithms used within APS are introduced accompanied by numerical examples

Supply Chain Management, Enterprise Resources Planning (ERP), and Advanced Planning Systems (APS) are important concepts in order to organize and optimize the flow of materials, information and financial funds. This book, already in its fifth edition, gives a broad and up-to-date overview of the concepts underlying APS. Special emphasis is given to modeling supply chains and implementing APS successfully in industry. Understanding is enhanced by several case studies covering APS from various software vendors. The fifth edition contains updated material, rewritten chapters and an additional case study.

Contents

Introduction.- Part I: Basics of Supply Chain Management.- Part II: Concepts of Advanced Planning Systems.- Part III: Implementing Advanced Planning Systems.- Part IV: Actual APS and Case Studies.- Part V: Conclusion and Outlook.- Part VI: Supplement.

Fields of Interest

Supply Chain Management; Operations Management; IT in Business; Engineering Economics, Organization, Logistics, Marketing

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

5th ed. 2015,XXX, 557 p. 176 illus., 20 illus. in color.(Springer Texts in Business and Economics) Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity

ISBN : 978-3-642-20058-8

Baltagi, Badi H., Syracuse University Dept.
Economics, Syracuse, NY, USA**Econometrics**

- Useful introduction and solid training in Econometrics
- With applications and hands-on exercises
- Provides econometric methods for estimating, testing, and forecasting to applied economists and social scientists

This textbook teaches some of the basic econometric methods and the underlying assumptions behind them. It also includes a simple and concise treatment of more advanced topics in spatial correlation, panel data, limited dependent variables, regression diagnostics, specification testing and time series analysis. Each chapter has a set of theoretical exercises as well as empirical illustrations using real economic applications. These empirical exercises usually replicate a published article using Stata or Eviews.

Contents

Part 1: What Is Econometrics?.- Basic Statistical Concepts.- Simple Linear Regression.- Multiple Regression Analysis.- Violations of the Classical Assumptions.- Distributed Lags and Dynamic Models.- Part 2: The General Linear Model: The Basics.- Regression Diagnostics and Specification Tests.- Generalized Least Squares.- Seemingly Unrelated Regressions.- Simultaneous Equations Model.- Pooling Time-Series of Cross-Section Data.- Limited Dependent Variables.- Time-Series Analysis.

Fields of Interest

Econometrics; Statistics for Social Sciences, Humanities, Law; Economic Theory/ Quantitative Economics/Mathematical Methods; Game Theory, Economics, Social and Behav. Sciences

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

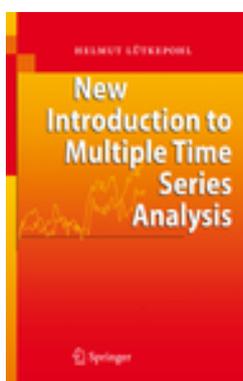
5th ed. 2011,XV, 410 p. 49 illus.(Springer Texts in Business and Economics) Softcover

Medium Type

Book

Imprint

Springer

Order Quantity

ISBN : 978-3-540-40172-8

Lütkepohl, Helmut, DIW Berlin, Berlin, Germany

New Introduction to Multiple Time Series Analysis

- Profound introduction to the main steps of analyzing multiple time series, model specification, estimation, model checking, and for using the models for economic analysis and forecasting
- Based on the successful Introduction to Multiple Time Series Analysis by Helmut Lütkepohl, published in 1991/1993
- Totally revised and with new chapters on cointegration analysis, structural vector autoregressions, cointegrated VARMA processes and multivariate ARCH models

This reference work and graduate level textbook considers a wide range of models and methods for analyzing and forecasting multiple time series. The models covered include vector autoregressive, cointegrated, vector autoregressive moving average, multivariate ARCH and periodic processes as well as dynamic simultaneous equations and state space models. Least squares, maximum likelihood and Bayesian methods are considered for estimating these models. Different procedures for model selection and model specification are treated and a wide range of tests and criteria for model checking

are introduced. Causality analysis, impulse response analysis ...

Contents

Finite Order Vector Autoregressive Processes.- Stable Vector Autoregressive Processes.- Estimation of Vector Autoregressive Processes.- VAR Order Selection and Checking the Model Adequacy.- VAR Processes with Parameter Constraints.- Cointegrated Processes.- Vector Error Correction Models.- Estimation of Vector Error Correction Models.- Specification of VECMs.- Structural and Conditional Models.- Structural VARs and VECMs.- Systems of Dynamic Simultaneous Equations.- Infinite Order Vector Autoregressive Processes.- Vector Autoregressive Moving Average Processes.- Estimation of VARMA Models.- Specification and Checking the Adequacy of VARMA ...

Fields of Interest

Econometrics; Statistics for Business, Management, Economics, Finance, Insurance; Mathematical and Computational Engineering

Content Level

Research

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

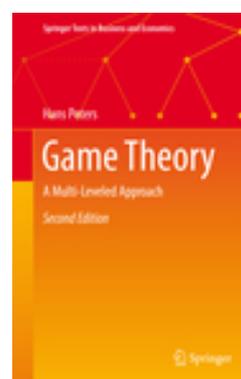
2005,XXI, 764 p. Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity

ISBN : 978-3-662-46949-1

Peters, Hans, Maastricht University, Maastricht, The Netherlands

Game Theory

A Multi-Levelled Approach

- Teaches the basics of game theory on a thorough level
- Adapted for the needs of both undergraduate and graduate students
- Covers most topics of interest in game theory, including cooperative game theory

This textbook presents the basics of game theory both on an undergraduate level and on a more advanced mathematical level. It is the second, revised version of the successful 2008 edition. The book covers most topics of interest in game theory, including cooperative game theory. Part I presents introductions to all these topics on a basic yet formally precise level. It includes chapters on repeated games, social choice theory, and selected topics such as bargaining theory, exchange economies, and matching. Part II goes deeper into noncooperative theory and treats the theory of zerosum games, refinements of Nash equilibrium in strategic as ...

Contents

Introduction.- Part I Thinking Strategically.- Finite Two-Person Zero-Sum Games.- Finite Two-Person Games.- Finite Extensive Form Games.- Finite Games with Incomplete Information.- Noncooperative Games: Extensions.- Repeated Games.- An Introduction to Evolutionary Games.- Cooperative Games with Transferable Utility.- Cooperative Game Models.- Social Choice.- Part II Noncooperative Games.- Matrix Games.- Finite Games.- Extensive Form Games.- Evolutionary Games.- Part III Cooperative Games.- TU-Games: Domination, Stable Sets, and the Core.- The Shapley Value.- Core, Shapley Value, and Weber Set.- The Nucleolus.- Special Transferable Utility ...

Fields of Interest

Game Theory; Game Theory, Economics, Social and Behav. Sciences; Operations Research/Decision Theory; Microeconomics

Content Level

Upper undergraduate

Product category

Undergraduate textbook

Available

Bibliography

2nd ed. 2015,XVII, 494 p. 89 illus.(Springer Texts in Business and Economics) Hardcover

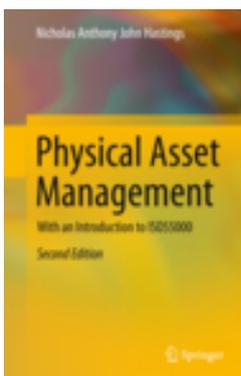
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-14776-5

Hastings, Nicholas Anthony John, Wellington Point, QLD, Australia

Physical Asset Management

With an Introduction to ISO55000

- Suitable as a textbook for asset management courses
- Related closely to the new international asset management standard ISO55000
- Presents a systematic approach to the management of physical assets from concept to disposal

Significantly extended from the first edition and published in response to the new international standard ISO55000, this book on physical asset management (2nd Ed.) presents a systematic approach to the management of physical assets from concept to disposal. It introduces the general principles of physical asset management and covers all stages of the asset management process, including initial business appraisal, identification of fixed asset needs, capability gap analysis, financial evaluation, logistic support analysis, life cycle costing, management of in-service assets, maintenance strategy, outsourcing, cost-benefit analysis, disposal ...

Contents

Introduction to Asset Management.- Structure and Activities.- Asset Management Personnel.- From Concept to Project Approval.- Financial Methods.- Developing a Business Case.- Implementing Development Plans.- Life Cycle Costing.- Know Your Assets.- Asset Continuity Planning.- Management of In-Service Assets.- Capital Planning and Budget.- Asset Management Information Systems.- Cost-Benefit Analysis.- Risk Analysis and Risk Management.- Outsourcing.- Logistic Support.- Asset Basic care.- Maintenance Organization and Budget.- Stock Control.- Reliability, Availability and Maintainability.- Safety 407.- Profit,

Depreciation and Tax.- Asset ...

Fields of Interest

Industrial Organization; Quality Control, Reliability, Safety and Risk; Accounting/Auditing; Operations Management; Manufacturing, Machines, Tools, Processes

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2015,XXXI, 540 p. 230 illus., 127 illus. in color. Hardcover

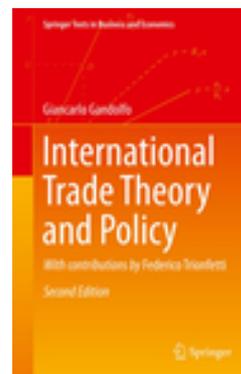
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-642-37313-8

Gandolfo, Giancarlo, Accademia Nazionale dei Lincei, Rome, Italy

International Trade Theory and Policy

- A simple but rigorous approach to international trade theory that goes beyond technicalities
- The unique two-tier structure makes the book attractive for undergraduates, graduates and researchers alike
- Makes even the most complex trade models accessible

In the present text the author deals with both conventional and new approaches to trade theory and policy, treating all important research topics in international economics and clarifying their mathematical intricacies. The textbook is intended for undergraduates,

graduates and researchers alike. It addresses undergraduate students with extremely clear language and illustrations, making even the most complex trade models accessible. In the appendices, graduate students and researchers will find self-contained treatments in mathematical terms. The new edition has been thoroughly revised and updated to reflect the latest research on ...

Contents

Introduction.- Foundations of Trade Theory: The Classical Theory of Comparative Costs.- The Neoclassical Theory of International Trade.- The Heckscher-Ohlin Model.- The Four Core Theorems.- Some Refinements.- New Explanations for International Trade: The Precursors.- The Models.- Trade Policy: Tariff and Non-Tariff Barriers.- Free Trade vs Protection, and Preferential Trade Cooperation.- The "New" Protectionism.- Growth and Trade: International Trade and Growth - Comparative Statics.- International Trade and Growth - Dynamics.- Endogenous Growth and Trade, Old and New.- Globalization: Globalization and Economic Geography.- Trade Integration ...

Fields of Interest

International Economics; European Integration; Economic Policy

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2014, XXVII, 663 p. (Springer Texts in Business and Economics) Hardcover

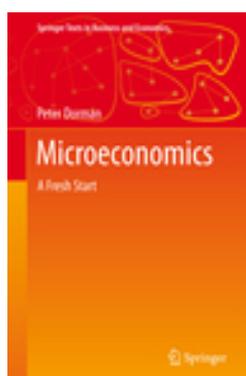
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-642-37433-3

Dorman, Peter, The Evergreen State College, Olympia, WA, USA

Microeconomics

A Fresh Start

- Advances a critical thinking perspective on economics, emphasizing the limits of simplifying assumptions
- International perspective in its treatment of economic institutions and in the choice of policy issues
- Integrates new developments, e.g. greater influence of game theory, treatment of institutional and behavioral factors

The world has changed dramatically in recent years and so has the field of economics, but many introductory economics textbooks have remained stuck in the past. This book provides a new beginning for the study of microeconomics, emphasizing current debates and research trends. It is international in outlook and reflects the shift toward empirical methods, as well as the study of institutions and economic behavior. It is also written to fit in with an approach to teaching based on active learning and critical thinking. Mainstream material is still covered, but within a new context, making it more relevant, realistic and responsive to the ...

Contents

Part I: Foundations.- 1 Economics and the Economy.- 2 Economics Yesterday and Today.- 3 Four Building Blocks of Economic Theory.- 4 Values and Objectives.- 5 Analyzing Markets.- 6 Markets and Human Well-Being. Appendix: Markets and Freedom.- 7 Markets.- 8 Firms.- 9 Government.- 10 Civil Society.- Part III: A Closer Look at Markets.- 11 The Theory of Demand. Appendix: Indifference Curves.- 12 Production Costs and the Theory of Supply.- 13 Monopoly Power.- 14 The Economics of Bargaining Power.- 15 Market Failure.- Part IV: Microeconomic Challenges.- 16 Labor and Employment.- 17 Financial Markets.- 18 Inequality. Appendix: Theories of ...

Fields of Interest

Microeconomics; International Political Economy

Content Level

Lower undergraduate

Product category

Undergraduate textbook

Available

Bibliography

2014, XI, 533 p. 116 illus. (Springer Texts in Business and Economics) Hardcover

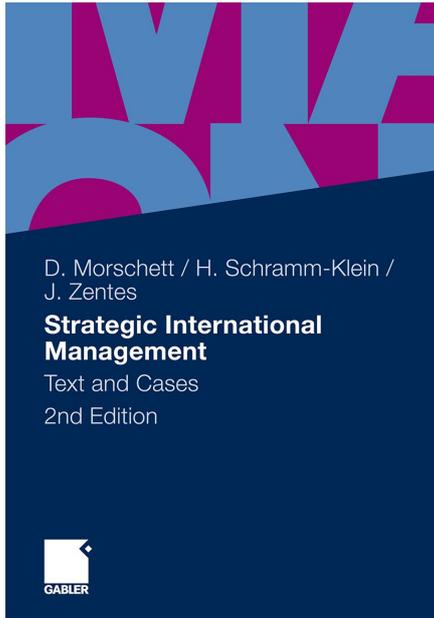
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



2nd ed. 2010, IX, 470 p.

eBook

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€ | \$ 24.99
springer.com/mycopy

Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes

Strategic International Management

Text and Cases

- 20 lessons on key issues of strategic international management, accompanied by comprehensive case studies

The first edition of this book has been sold within less than one year so that a second edition became necessary. In this second edition, all chapters have been updated, all case studies revised and recent data were integrated. The concept, as it is described below and in the introductory chapter, remained unchanged. Over the last few decades, international activities of companies have gained dramatically in importance. Empirical evidence for this statement can be found, for instance, in the rapid growth of world trade and in foreign direct investment flows as well as in the high share of intra-company trade on total world trade, indicating the relevance of cross-border value creation processes. Courses on International Management have, thus, become an integral part of most management studies at universities today and dedicated Masters programmes on International Management have emerged in recent years. Concept and Overview of this Book This book intends to give a compact overview of the most relevant concepts and developments in International Management. The various strategy concepts of internationally active companies and their implementation in practice are the core of this book. It is not designed as a traditional textbook or a collection of case studies, but tries to combine both. The book introduces the complex and manifold questions of International Management in the form of 20 lessons that give a thematic overview of key issues and illustrates each topic by providing a comprehensive case study.

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