



Business & Management

Springer and Palgrave Essential Textbooks

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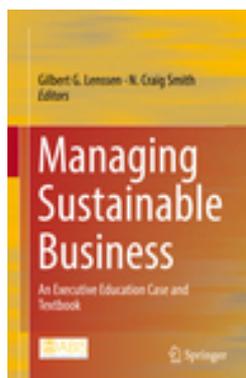
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ISBN : 978-94-024-1142-3

Lensen, Gilbert G., Smith, N. Craig (Eds.), ABIS, The Academy of Business in Society, Brussels, Belgium

Managing Sustainable Business

An Executive Education Case and Textbook

- The case studies reflect the complexity, ambivalence and uncertainty of real managerial life "in the trenches"
- The cases are framed from the premise that no business can be sustainable without being profitable and delivering competitive returns on investment
- They offer insights how sustainable profitability can be enhanced by integrating context issues into the business model

This book offers 32 texts and case studies from across a wide range of business sectors around a managerial framework for Sustainable Business. The case studies are developed for and tested in executive education programmes at leading business schools. The book is based on the premise that the key for managing the sustainable business is finding the right balance over time between managing competitiveness and profitability AND managing the context of the business with its political, social and ecological risks and opportunities. In that way, a sustainable business is highly responsive to the demands and challenges from both markets and ...

Contents

1. Accountability: Sustainability Risks.- 2. Responsibility: Sustainability Issues And Trends.- 3. Business Growth Strategy: Especially In Emerging Markets.- 4. Strategic Differentiation: Creating Comparative Advantage.- 5. Governance.- 6. Strategy And Stakeholders.- 7. Accountability And Risks – Cases.- 8. Responsibility, Issues And Trends – Cases.- 9. Sustainable Growth And Emerging Markets.- 10. Strategy And Stakeholders – Cases.- 11. Strategic Differentiation – Cases.- 12. Organisational Processes – Cases.- 13. Strategic Choices – Cases (Optional).- Selection Of 12 Case Studies With Questions For Executive Education Groups.- 14. Shell ...

Fields of Interest

Business Ethics; Administration, Organization and Leadership; Business Strategy/Leadership; Emerging Markets/Globalization

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2019,XLV, 682 p. 196 illus. Hardcover

Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-95761-6

Corelli, Angelo, American University in Dubai, Dubai, United Arab Emirates

Analytical Corporate Finance

- Presents an analytical approach to Corporate Finance to comprehend the mathematical foundations of the topic
- Offers specific learning take-aways to help students understand the overall content
- Explains the impact of managerial decisions on financial performance

This book draws readers' attention to the financial aspects of daily life at a corporation by combining a robust mathematical setting and the explanation and derivation of the most popular models of the firm. Intended for third-year undergraduate students of business finance, quantitative finance, and financial mathematics, as well as first-year postgraduate students, it is based on the twin pillars of theory and analytics, which merge in a way that makes it easy for students to understand the exact meaning of the

concepts and their representation and applicability in real-world contexts. Examples are given throughout the chapters in order ...

Contents

Basic Concepts.- Valuation Tools.- The Relationship Between Risk and Return.- Business Analysis.- Debt Valuation.- Equity Valuation.- Capital Structure.- Company Valuation.- Financial and Real Options.- Long-Term Financing.- Working Capital Management.- Financial Planning.- International Corporate Finance.- Special Topics.

Fields of Interest

Business Finance; Risk Management; Quantitative Finance; Financial Engineering; Financial Accounting

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2018,XX, 501 p. 52 illus., 4 illus. in color.(Springer Texts in Business and Economics) Hardcover

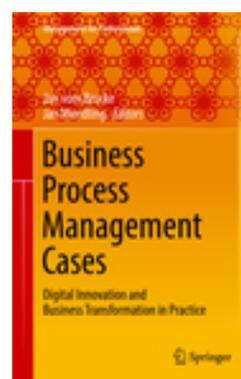
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-58306-8

vom Brocke, Jan, Mendling, Jan (Eds.), University of Liechtenstein, Vaduz, Liechtenstein

Business Process Management Cases

Digital Innovation and Business Transformation in Practice

- The first book to present an extensive collection of real-world cases on Business Process Management
- Includes cases from world's leading organizations in various sectors
- Presents cases from a wide range of regions around the world

This book is the first to present a rich selection of over 30 real-world cases of how leading organizations conduct Business Process Management (BPM). The cases stem from a diverse set of industry sectors and countries on different continents, reporting on best practices and lessons learned. The book showcases how BPM can contribute to both exploitation and exploration in a digital world. All cases are presented using a uniform structure in order to provide valuable insights and essential guidance for students and practitioners.

Contents

Introduction.- Part I: Strategy and Governance.- Part II: Methods.- Part III: Information Technology.- Part IV: People and Culture.

Fields of Interest

Business Process Management; Information Systems Applications (incl. Internet); Business Information Systems; Organization; Organizational Studies, Economic Sociology

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2018,XVI, 610 p. 292 illus., 2 illus. in color.(Management for Professionals)
Hardcover

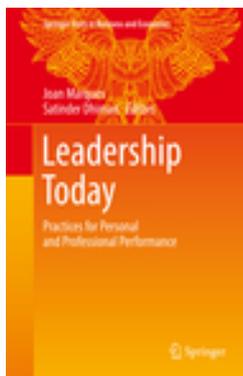
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-31034-3

Marques, Joan, Dhiman, Satinder (Eds.), Woodbury University, Burbank, CA, USA

Leadership Today

Practices for Personal and Professional Performance

- First textbook to integrate hard and soft leadership skills
- Leadership is approached from a personal and professional perspective
- Features contributions from leadership scholars and practitioners from around the world

This textbook provides a clear understanding of leadership needs in today's business world, explained within the scope of hard and soft leadership skills. It captures qualities and skills such as spirituality, empathy, moral behavior, mindfulness, empathy, problem solving, self-confidence, ambition, knowledge, global understanding, and information technology. This text explains and provides guidelines for the implementation of each skill and includes examples from contemporary and historical leaders inviting the reader to consider each quality and engage in self-reflection. This book deviates from excessive theoretical descriptions ...

Contents

Part I Soft Skills.- Ch 1 Leadership and Purpose.- Ch 2 Leadership and Trust.- Ch 3 Leadership and Moral Behavior.- Ch 4 Leadership and Values.- Ch 5 Leadership and Vision.- Ch 6 Leadership and Authenticity.- Ch 7 Leadership and Emotional Intelligence.- Ch 8 Leadership and Spirituality.- Ch 9 Leadership and Sustainability.- Ch 10 Leadership and Mindfulness.- Ch 11 Leadership and Empathy.- Ch 12 Leadership and Motivation.- Ch 13 Leadership and Communication.- Ch 14 Leadership and Dependability.- Ch 15 Leadership and Creativity.- Ch 16 Leadership and Initiative.- Ch 17 Leadership and Self-Confidence.- Ch 18 Leadership and Resilience.- Ch 19 ...

Fields of Interest

Business Strategy/Leadership; Organization; Human Resource Development

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2017,VI, 419 p. 19 illus., 9 illus. in color. (Springer Texts in Business and Economics)
Hardcover

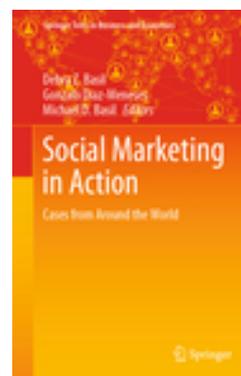
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-030-13019-0

Basil, D.Z., Diaz-Meneses, G., Basil, M.D. (Eds.), University of Lethbridge, Lethbridge, AB, Canada

Social Marketing in Action

Cases from Around the World

- Provides upper undergraduate/graduate students with the tools necessary to understand the effective application of social marketing, followed by a collection of 24 real-world social marketing case studies from different countries and regions around the world
- Assists students in making the leap from classroom social marketing theory to application in real-world settings
- Features SWOT analysis, marketing strategies, campaign objectives, future directions and discussions questions in each case

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social

marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of ...

Contents

Part I: Understanding Social Marketing.- Chapter 1 The Big Picture in Social Marketing.- Chapter 2 The Fundamentals of Social Marketing.- Chapter 3 Research and Evaluation in Social Marketing.- Chapter 4 Theory in Social Marketing.- Chapter 5 A Brief History of Social Marketing.- Part II Social Marketing Cases: Social Welfare.- Chapter 6 Fun Ways to Engage with Rail Safety through the Dumb Ways to Die Social Marketing Campaign.- Chapter 7 The Second Life of Food.- Chapter 8 The Bank of Cancer Research.- Chapter 9 VCW of Social Impact in a Developing Country.- Chapter 10 Operation Red Nose.- Chapter 11 Social Marketing for the Reduction of ...

Fields of Interest

Consumer Behavior; Market Research/Competitive Intelligence; Management Education

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2019,XXIX, 462 p. 74 illus., 71 illus. in color.(Springer Texts in Business and Economics) Hardcover

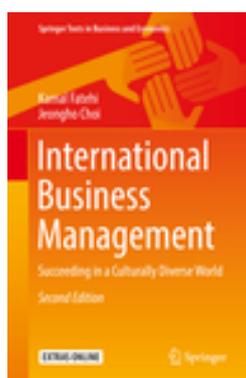
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-96621-2

Fatehi, Kamal, Choi, Jeongho, Kennesaw State University, Kennesaw, GA, USA

International Business Management

Succeeding in a Culturally Diverse World

- Covers key global regions including both dominant economies (e.g., USA and EU) and emerging markets (e.g., BRICS)
- Features up-to-date material using recent study findings, data, trends and patterns in international management
- Features vignettes, managerial implications and discussion questions to help students apply business concepts

This textbook explores the theoretical and practical aspects of managing international business operations while also dealing with multi-cultural, multi-national and global issues of managing business expansion beyond the domestic market. A second, revised edition of *Managing Internationally: Succeeding in a Culturally Diverse World*, each chapter contains up-to-date material, in-depth coverage of topics, visual aids (i.e., charts, tables, etc.), and vignettes, making this new edition engaging, visually appealing and easily accessible for students taking International Business Management courses. The contents of this textbook are separated ...

Contents

Part I: Introduction.- CH 1: The Management of International Business.- CH 2: Socio-Ethical Issues and International Management.- Part II: Cultural and Behavioral.- CH 3: International Management and the Cultural Context.- CH 4: International Communication and Negotiation.- CH 5: Management Leadership and Motivation in an International Context.- Part III: Strategic and Operational.- CH 6: International Environment and Strategy.- CH 7: International Strategic Alliance.- CH 8: Organization of Multinational Operations.- CH 9: Control of International Operations.- CH 10. International Management Information System.- Part IV: Human Resources.- CH ...

Fields of Interest

Cross-Cultural Management; Business Strategy/Leadership; Human Resource Management; Business Information Systems

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2019,XXII, 448 p. 49 illus., 17 illus. in color.(Springer Texts in Business and

Economics) Hardcover

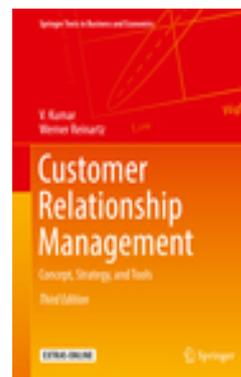
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-662-55380-0

Kumar, V., Reinartz, Werner, Georgia State University, Atlanta, GA, USA

Customer Relationship Management

Concept, Strategy, and Tools

- Comprehensive and state-of-the-art treatment of CRM strategy, concepts, and tools
- Contains numerous cases and examples, thus making the material highly accessible and applicable
- Presents the latest developments in metrics, practices, and substantive domains (e.g. CRM in social media)

This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate ...

Contents

CRM: Conceptual Foundation: Strategic CRM Today.- Concepts of Customer Value.- Strategic CRM: Strategic CRM.- Implementing the CRM Strategy.- Analytical CRM: Customer

Analytics Part I.- Customer Analytics Part II.- Data Mining.- Using Databases.- Operational CRM: Software Tools and Dashboards.- Loyalty Programs: Design and Effectiveness.- Campaign Management.- Impact of CRM on Marketing Channels.- CRM Issues in the Business-To-Business Context.- Customer Privacy Concerns and Privacy Protective Responses.- CRM in Social Media.- Advances in CRM Applications: Applications of CRM in B2B and B2C Scenarios Part II.- Future of CRM.

Fields of Interest

Customer Relationship Management; Big Data/Analytics; Business Strategy/Leadership

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

3rd ed. 2018,XXV, 411 p. 115 illus. in color. (Springer Texts in Business and Economics) Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-981-13-0398-2

Malik, Ashish (Ed.), The University of Newcastle, Ourimbah, Central Coast, NSW, Australia

Strategic Human Resource Management and Employment Relations

An International Perspective

- Provides a single resource for research analysis and case-study-based learning
- Presents a pedagogical blend of problem-

based learning and participant-centred learning approaches

- Offers a wide range of global perspectives through a diverse collection of international cases

This book analyses a collection of key strategic human resource management (HRM) and employment relations (ER) topics. The book follows a unique pedagogical design employing problem-based learning and participant-centred learning approaches, both of which the author has extensive experience in implementing with post-graduate learners. The book also prepares the learner to use these approaches, and has resources for the instructor. The first part of the book provides a very focussed research commentary highlighting the key theoretical approaches in HRM and ER. The second part offers details of the design and implementation of strategic HRM ...

Contents

Chapter 1: Introduction.- Chapter 2: Strategy and HRM.- Chapter 3: Best fit or best practice.- Chapter 4: Resource-based view of the firm.- Chapter 5: Institutional theory and SHRM & ER.- Chapter 6: Strategic Employment Relations: A strategic choice perspective.- Chapter 7: Professionalism and HRM & ER.- Chapter 8: Strategic workforce design and workforce planning.- Chapter 9: Strategic performance management.- Chapter 10: Managing employee learning and development: A strategic perspective.- Chapter 11: Employee voice.- Chapter 12: Managing change: A strategic perspective.- Chapter 13: Strategic approach to rewards and benefits.- Chapter 14: ...

Fields of Interest

Human Resource Management; Organization; Business Strategy/Leadership

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2018,XII, 271 p. 14 illus.(Springer Texts in Business and Economics) Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-23011-5

Segers, Rien (Ed.), Hanze University, Groningen, The Netherlands

Multinational Management

A Casebook on Asia's Global Market Leaders

- Revisits multinational management strategy with a renewed focus on Asian market leaders
- Presents a case-based analysis of topics, with cases from companies such as Alibaba, Lenovo, Panasonic among others
- Touches upon corporate entrepreneurship, Triple Helix, and HR challenges

This casebook demonstrates that the future of global business lies in how well the multinational landscape is charted and how the importance of Asian market leaders is deeply embedded in it. It offers international management students and researchers an extensive guide to the business history, strategy development, and foreign market entry modes used by emerging Asian multinationals. The cases focus on well-known companies such as Lenovo, Alibaba, Infosys, Huawei, Panasonic, and Rakuten. These companies, all of which generate huge revenues in their own countries (e.g. in China, India, South Korea, Taiwan, Vietnam), are now becoming ...

Contents

Introduction.- China : Building a Global Imperium on Information and E-Commerce.- Geely : A Smart Automotive Company and Volvo Owner.- Haier : How One of China's First Global Brands Keeps Expanding.- Huawei : A Telecom Giant on the Rise to a World Brand.- Lenovo : Strengthening its Strong Position in the Western Market Through Innovation.- Tencent : Rapidly Expanding Through Micro-Innovation and Strategic Partnerships.- India: Dr. Reddy's : Conquering the World With Affordable Medicine for the Masses.- Infosys : Exporting India's IT Revolution to the World.- Japan: Panasonic : The Constant Change and Remarkable Reinvention of a World Brand.- ...

Fields of Interest

International Business

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

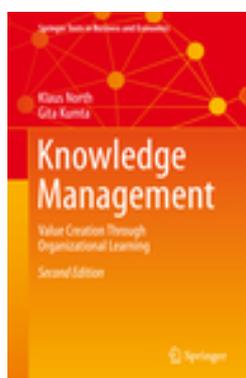
1st ed. 2016,XIV, 363 p. 93 illus., 85 illus. in color. Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity

ISBN : 978-3-319-59977-9

North, Klaus, Kumta, Gita, Wiesbaden Business School, Hochschule RheinMain, Wiesbaden, Germany

Knowledge Management**Value Creation Through Organizational Learning**

- Comprehensively spans the theory and practices of knowledge management and organizational learning
- Features knowledge management cases from all over the world
- Provides questions, assignments, mini cases and examples

This textbook on knowledge management draws on the authors' more than twenty years of research, teaching and consulting experience. The first edition of this book brought together European, Asian and American perspectives on knowledge-based value creation; this second edition features substantial updates to all chapters, reflecting the implications of the digital transformation on knowledge work and knowledge management. It also addresses three new topics: the impact of knowledge management practices on performance;

knowledge management in the public sector; and an introduction to ISO 9001:2015 as an implementation framework. The book is ...

Contents

Towards a Digitally Enabled Knowledge Society.- Knowledge in Organisations.- Organisational Forms to Leverage Knowledge.- Knowledge Work(ers) in the Digital Age.- Strategies for Managing Knowledge.- Context Specific Knowledge Management Strategies.- Information and Communication Technologies Supporting the Digital Transformation of Knowledge Work.- Measuring and Safeguarding Intellectual Capital.- How to Put Knowledge Management into Practice.- Multilingual Glossary.

Fields of Interest

Knowledge Management; Innovation/Technology Management; Organization; Industrial Organization

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2018,XXV, 344 p. 84 illus., 38 illus. in color.(Springer Texts in Business and Economics) Hardcover

Medium Type

Book

Imprint

Springer

Order Quantity

ISBN : 978-981-10-5217-0

Mooi, E., Sarstedt, M., Mooi-Reci, I., University of Melbourne, Parkville, VIC, Australia

Market Research**The Process, Data, and Methods Using Stata**

- Allows readers to easily translate theory into practice, using tables that show exactly how to make statistical decisions and execute these in Stata
- Provides a comprehensive overview of Stata's market research process
- Includes step-by-step tutorials and case studies that illustrate how to make sound statistical decisions, perform analyses in Stata, and interpret the results

This book is an easily accessible and comprehensive guide which helps make sound statistical decisions, perform analyses, and interpret the results quickly using Stata. It includes advanced coverage of ANOVA, factor, and cluster analyses in Stata, as well as essential regression and descriptive statistics. It is aimed at those wishing to know more about the process, data management, and most commonly used methods in market research using Stata. The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods. It is engaging, ...

Contents

Chapter 1: Introduction.- Chapter 2: The Market Research Process.- Chapter 3: Data.- Chapter 4: Getting Data.- Chapter 5: Descriptive Statistics.- Chapter 6: Hypothesis Testing.- Chapter 7: Regression Analysis.- Chapter 8: Factor Analysis.- Chapter 9: Cluster Analysis.- Chapter 10: Communicating the Results.

Fields of Interest

Market Research/Competitive Intelligence; Statistics for Business, Management, Economics, Finance, Insurance; Knowledge Management

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2018,XX, 416 p. 212 illus., 50 illus. in color.(Springer Texts in Business and Economics) Hardcover

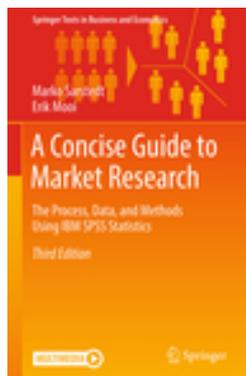
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-662-56706-7

Sarstedt, Marko, Mooi, Erik, Otto-von-Guericke-University Magdeburg, Magdeburg, Germany

A Concise Guide to Market Research

The Process, Data, and Methods Using IBM SPSS Statistics

- Compact, hands-on, and step-by-step introduction to quantitative market research techniques
- Discusses the theory of important quantitative techniques and links directly to their use in SPSS
- Includes a wide range of educational elements, such as learning objectives, keywords, self-assessment tests, and case studies

This book offers an easily accessible and comprehensive guide to the entire market research process, from asking market research questions to collecting and analyzing data by means of quantitative methods. It is intended for all readers who wish to know more about the market research process, data management, and the most commonly used methods in market research. The book helps readers perform analyses, interpret the results, and make sound statistical decisions using IBM SPSS Statistics. Hypothesis tests, ANOVA, regression analysis, principal component analysis, factor analysis, and cluster analysis, as well as essential descriptive ...

Contents

Introduction to Market Research.- The Market Research Process.- Data.- Getting Data.- Descriptive Statistics.- Hypothesis Testing & ANOVA.- Regression Analysis.- Principal Component and Factor Analysis.-Cluster Analysis.- Communicating the Results.

Fields of Interest

Marketing; Management; Statistics for Business, Management, Economics, Finance, Insurance

Content Level

Upper undergraduate

Product category

Undergraduate textbook

Available

Bibliography

3rd ed. 2019,XVII, 396 p. 178 illus., 109 illus. in color.(Springer Texts in Business and Economics) Hardcover

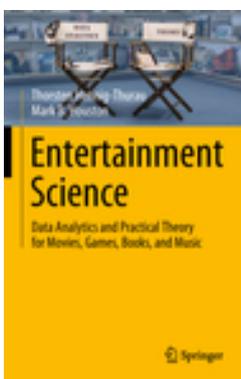
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-89290-0

Hennig-Thurau, Thorsten, Houston, Mark B., University of Münster, Münster, Germany

Entertainment Science

Data Analytics and Practical Theory for Movies, Games, Books, and Music

- Builds a definitive guide to learning, understanding and implementing Entertainment Science
- Brings a fresh and exhaustive approach to using data analytics in the entertainment industry
- Includes many real-life scenarios confronting the games, movies, music and publishing sectors

The entertainment industry has long been dominated by legendary screenwriter William Goldman's "Nobody-Knows-Anything" mantra, which argues that success is the result of managerial intuition and instinct. This book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage – the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a large repertoire of scientific studies by business scholars and

entertainment economists, the authors identify essential factors, ...

Contents

Forget the "Nobody-Knows-Anything" Mantra: It's Time for Entertainment Science!.- Products, Markets & Consumers - The Business and Economics of Entertainment: The Fundamentals of Entertainment.- Why Entertainment Products Are Unique: Key Characteristics.- Why Entertainment Markets Are Unique: Key Characteristics.- Creating Value, Making Money: Essential Business Models for Entertainment Products.- The Consumption Side of Entertainment.- Managing & Marketing Entertainment - What Makes an Entertainment Product a Hit?: Entertainment Product Decisions, Episode 1: The Quality of the Entertainment Experience.- Entertainment Product Decisions, ...

Fields of Interest

Media Management; Market Research/Competitive Intelligence; Popular Science in Business and Management; Big Data/Analytics

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2019,XXIV, 865 p. 124 illus., 115 illus. in color. Hardcover

Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-21989-9

Van Looy, Amy, Ghent University (Faculty of Economics and Business Administration), Ghent,

Belgium

Social Media Management

Technologies and Strategies for Creating Business Value

- Introduces the reader to the essentials of social media
- Pursues a comprehensive approach to social media, viewing it from an organizational perspective
- Combines academic insights and practical tips and tricks

This undergraduate textbook adopts the perspective of organizations - not individuals - and clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach, embracing IT, marketing, HR and many other fields. Readers will benefit from a comprehensive selection of current topics, including: tools, tactics and strategies for social media, internal and external communication, viral marketing campaigns, social CRM, employer branding, e-recruiting, search engine optimization, social ...

Contents

Introduction.- Definitions, Social Media Types and Tools.- Social media Strategy and Return on Investment.- Online Advertising and Viral Campaigns.- Social Customer Relationship Management.- Search Engine Optimization.- Sentiment Analysis and Opinion Mining (Business Intelligence).- Social Network Data and Predictive Mining (Business Intelligence).- e-Recruitment.- Crowdfunding.- Legal and Ethical Issues in Social Media.- Wrap-up.

Fields of Interest

Media Management; IT in Business; Marketing; e-Commerce/e-business; Human Resource Management

Content Level

Upper undergraduate

Product category

Undergraduate textbook

Available

Bibliography

1st ed. 2016,XIX, 250 p.(Springer Texts in Business and Economics) Hardcover

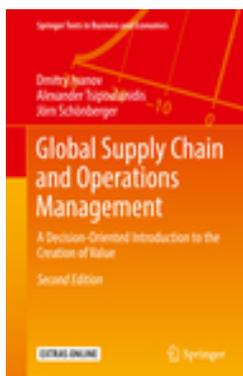
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-94312-1

Ivanov, D., Tsipoulanidis, A., Schönberger, J., Berlin School of Economics and Law, Berlin, Germany

Global Supply Chain and Operations Management

A Decision-Oriented Introduction to the Creation of Value

- Provides a sound basis for analytics and organization in supply-chain and operations management
- Explains key concepts with over 70 practical case studies from different industries, services, and continents
- Pursues a comprehensive approach including the organization of value-creation networks and interacting processes with suppliers and customers

The second edition of this textbook comprehensively discusses global supply-chain and operations management, combining value creation networks and interacting processes. It focuses on the operational roles in the networks and presents the quantitative and organizational methods needed to plan and control the material, information and financial flows in the supply chain. Each chapter starts with an introductory case study, and numerous examples from various industries and services help to illustrate the key concepts. The book explains how to design operations and supply networks and how to incorporate suppliers and customers. It also examines ...

Contents

Basics of Supply Chain and Operations Management.- Examples from Different Industries, Services and Continents.- Processes, Systems, and Models.- Operations and Supply Chain Strategy.- Sourcing Strategy.- Production Strategy.- Facility Location Planning and Network Design.- Distribution and Transportation Network Design.- Factory Planning and Process Design.- Layout Planning.- Demand

Forecasting.- Production and Material Requirements Planning.- Inventory Management.- Routing and Scheduling.- Supply Chain Risk Management and Resilience.- Digital Supply Chain, Smart Operations and Industry.- Pricing and Revenue-Oriented Capacity Allocation.- ...

Fields of Interest

Operations Management; Operations Research/Decision Theory

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2019,XXVI, 578 p. 258 illus.(Springer Texts in Business and Economics) Hardcover

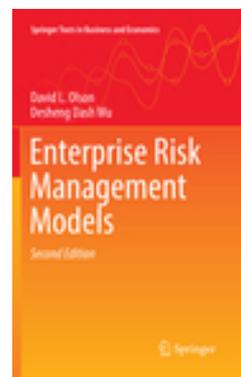
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-662-57159-0

Olson, David L., Wu, Desheng Dash, University of Nebraska, Lincoln, NE, USA

Enterprise Risk Management Models

- Supports understanding the potential of models within risk management
- Gives simple examples to demonstrate methods
- Demonstrates simulation and other operational research models

This book is a comprehensive guide to several aspects of risk, including information systems, disaster management, supply chain and disaster management perspectives. A major

portion of this book is devoted to presenting a number of operations research models that have been (or could be) applied to enterprise supply risk management, especially from the supply chain perspective. Each chapter of this book can be used as a unique module on a different topics with dedicated examples, definitions and discussion notes. This book comes at a time when the world is increasingly challenged by different forms of risk and how to manage them. Events of ...

Contents

Enterprise Risk Management in Supply Chains.- Risk Matrices.- Value-Focused Supply Chain Risk Analysis.- Examples of Supply Chain Decisions Trading Off Criteria.- Simulation of Supply Chain Risk.- Value at Risk Models.- Chance Constrained Models.- Data Envelopment Analysis in Enterprise Risk Management.- Balanced Scorecards to Measure Enterprise Risk Performance.- Information Systems Security Risk.- Enterprise Risk Management in Projects.- Natural Disaster Risk Management.- Sustainability Risk Management.- Environmental Damage and Risk Assessment.

Fields of Interest

Operations Management; Risk Management; Simulation and Modeling

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

Softcover reprint of the original 2nd ed. 2017,IX, 216 p. 45 illus., 36 illus. in color. (Springer Texts in Business and Economics) Softcover

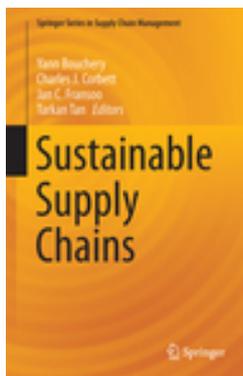
Medium Type

Book (Paperback Initiative)

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-319-29789-7

Bouchery, Y., Corbett, C.J., Fransoo, J.C., Tan, T. (Eds.), Ecole de Management de Normandie, Le Havre

Sustainable Supply Chains

A Research-Based Textbook on Operations and Strategy

- First edited text designed specifically for graduate courses in Sustainable Supply Chains
- Editors are leaders in the field
- Synthesizes the most impactful contributions from the Operations Management and Life Cycle Assessment communities

This book is primarily intended to serve as a research-based textbook on sustainable supply chains for graduate programs in Business, Management, Industrial Engineering, and Industrial Ecology, but it should also be of interest for researchers in the broader sustainable supply chain space, whether from the operations management and industrial engineering side or more from the industrial ecology and life-cycle assessment side. Finding efficient solutions towards a more sustainable supply chain is increasingly important for managers, but clearly this raise difficult questions, often without clear answers. This book aims to provide insights ...

Contents

Perspectives on Sustainability and Sustainable Supply Chains.- Measuring Environmental Impacts in Supply Chains.- Introduction to Life Cycle Assessment.- Carbon Footprinting in Supply Chains.- Water Footprint Assessment in Supply Chains.- Sustainable Non-Renewable Materials Management.- Disclosing and Reporting Environmental Sustainability of Supply Chains.- Operational Aspects of Sustainable Supply Chains.- Green Logistics.- Green Inventory Management.- Green Facility Location.- Operational Implications of Environmental Regulation.- Responsible Purchasing: Moving from Compliance to Value Creation in Supplier Relationships.- Green Technology ...

Fields of Interest

Operations Research/Decision Theory; Supply Chain Management; Procurement

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2017,XV, 517 p. 68 illus., 35 illus. in color.(Springer Series in Supply Chain Management, Volume 4) Hardcover

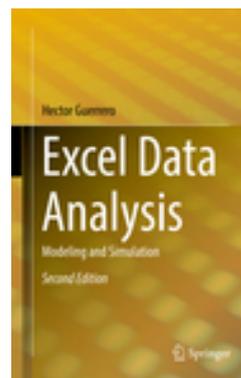
Medium Type

Book

Imprint

Springer

[Order Quantity](#)



ISBN : 978-3-030-01278-6

Guerrero, Hector, Mason School of Business, Williamsburg, VA, USA

Excel Data Analysis

Modeling and Simulation

This book offers a comprehensive and readable introduction to modern business and data analytics. It is based on the use of Excel, a tool that virtually all students and professionals have access to. The explanations are focused on understanding the techniques and their proper application, and are supplemented by a wealth of in-chapter and end-of-chapter exercises. In addition to the general statistical methods, the book also includes Monte Carlo simulation and optimization. The second edition has been thoroughly revised: new topics, exercises and examples have been added, and the readability has been further improved. The book is primarily ...

Contents

Introduction to Spreadsheet Modeling.-
Presentation of Quantitative Data - Data
Visualization.- Analysis of Quantitative Data -
Data Visualization.- Presentation of
Qualitative Data.- Analysis of Qualitative
Data.- Inferential Statistical Analysis of Data.-
Modeling and Simulation: Part I.- Modeling
and Simulation: Part II.- Solver, Scenarios, and
Goal Seek Tools.

Fields of Interest

Operations Research/Decision Theory;
Probability Theory and Stochastic Processes;
Statistics for Business, Management,
Economics, Finance, Insurance; Organization;
Business Mathematics; IT in Business

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

2nd ed. 2019,XIX, 346 p. 215 illus. Hardcover

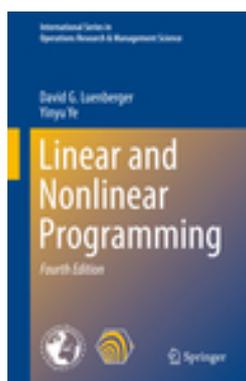
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-18841-6

Luenberger, David G., Ye, Yinyu, Stanford
University, Stanford, CA, USA

Linear and Nonlinear Programming

- Complete updating of bestselling text in the field
- Entirely new chapter on Semidefinite Programming
- Includes end-of-chapter exercises

This new edition covers the central concepts of practical optimization techniques, with an emphasis on methods that are both state-of-the-art and popular. One major insight is the connection between the purely analytical character of an optimization problem and the behavior of algorithms used to solve a problem. This was a major theme of the first edition of this book and the fourth edition expands and further illustrates this relationship. As in the earlier editions, the material in this fourth edition is organized into three separate parts. Part I is a self-contained introduction to linear programming. The presentation in this part is ...

Contents

Introduction.- Part I Linear Programming.-
Basic Properties of Linear Programs.- The
Simplex Method.- Duality and
Complementarity.- Interior-Point Methods.-
Conic Linear Programming.- Part II
Unconstrained Problems.- Basic Properties of
Solutions and Algorithms.- Basic Descent
Methods.- Conjugate Direction Methods.-
Quasi-Newton Methods.- Part III Constrained
Minimization.- Constrained Minimization
Conditions.- Primal Methods.- Penalty and
Barrier Methods.- Duality and Dual Methods.-
Primal-Dual Methods.- Appendix A:
Mathematical Review.- Appendix B: Convex
Sets.- Appendix C: Gaussian Elimination.-
Appendix D: Basic Network Concepts.

Fields of Interest

Operations Research/Decision Theory;
Operations Research, Management Science;
Mathematical Modeling and Industrial
Mathematics; Engineering Economics,
Organization, Logistics, Marketing

Content Level

Research

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

4th ed. 2016,XIII, 546 p. 90 illus.(International
Series in Operations Research & Management
Science, Volume 228) Hardcover

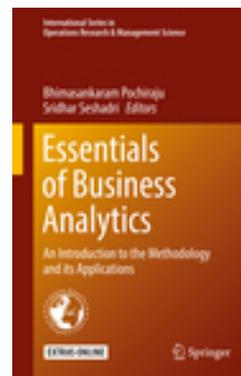
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-68836-7

Pochiraju, Bhimasankaram, Seshadri, Sridhar (Eds.),
Indian School of Business, Hyderabad, India

Essentials of Business Analytics

An Introduction to the Methodology and its Applications

- Offers a comprehensive introductory approach to business analytics that includes an emphasis on big data handling, applications in different verticals and case studies
- Highlights big data handling, applications of analytics in different verticals, and real life case studies
- Includes exercises for each chapter and downloadable use cases for students and professionals to practice and test the analytics tools

This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various ...

Contents

Chapter 1. Introduction.- Chapter 2. Data
Collection.- Chapter 3. Data Management –
Relational Database Systems (RDBMS).-
Chapter 4. Big Data Management.- Chapter 5.
Data Visualization.- Chapter 6. Statistical
Methods-Basic inferences.- Chapter 7.
Statistical Methods-Regression.- Chapter 8.
Advanced Regression Analysis.- Chapter 9.
Text Analytics.- Chapter 10. Simulation.-
Chapter 11. Introduction to Optimization.-
Chapter 12. Forecasting Analytics.- Chapter
13. Count Data Regression.- Chapter 14.
Survival Analysis.- Chapter 15. Machine
Learning (Unsupervised).- Chapter 16.
Machine Learning (Supervised).- Chapter 17.

Deep Learning.- Chapter ...

Fields of Interest

Operations Research/Decision Theory; Statistics for Business, Management, Economics, Finance, Insurance; Big Data/ Analytics

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2019,XVI, 980 p. 278 illus., 191 illus. in color. With online files/update.(International Series in Operations Research & Management Science, Volume 264) Hardcover

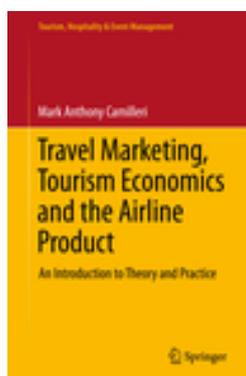
Medium Type

Book w. online files / update

Imprint

Springer

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ISBN : 978-3-319-49848-5

Camilleri, Mark Anthony, University of Malta, Msida

Travel Marketing, Tourism Economics and the Airline Product

An Introduction to Theory and Practice

- Offers a comprehensive introduction to customer-centric travel marketing, tourism economics and the airline product
- Explains strategic and operations management in the travel and airline industries
- Explores the emerging trends, including travel distribution, revenue management, etourism and interactive marketing, among other topics

This book provides a comprehensive introduction to travel marketing, tourism economics and the airline product. At the same time, it provides an overview on the political, socio-economic, environmental and technological impacts of tourism and its related sectors. This publication covers both theory and practice in an engaging style, that will spark the readers' curiosity. Yet, it presents tourism and airline issues in a concise, yet accessible manner. This will allow prospective tourism practitioners to critically analyze future situations, and to make appropriate decisions in their workplace environments. Moreover, the book prepares ...

Contents

Part 1: An Introduction to Travel Marketing.- Part 2: Tourism Economics.- Part 3: The Airline Product.

Fields of Interest

Tourism Management; Marketing; Media and Communication

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2018,XXIV, 213 p. 10 illus.(Tourism, Hospitality & Event Management) Hardcover

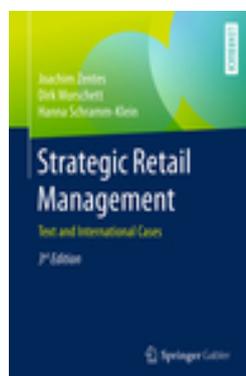
Medium Type

Book

Imprint

Springer

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ISBN : 978-3-658-10182-4

Zentes, J., Morschett, D., Schramm-Klein, H., Universität des Saarlandes FB Wirtschaftswissenschaften, Saarbrücken, Germany

Strategic Retail Management

Text and International Cases

- Retail management in 18 lessons
- Each lesson includes key issues and a comprehensive case study

This book is devoted to the dynamic development of retailing. The focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices. In the third ...

Contents

Functions, Formats and Players in Retailing.- Strategic Marketing in Retailing.- Marketing Mix in Retailing.- Buying, Logistics and Performance Measurement.

Fields of Interest

Trade; Sales/Distribution; Marketing

Content Level

Upper undergraduate

Product category

Undergraduate textbook

Available

Bibliography

3rd revised ed. 2017,XVI, 468 p. 150 illus. Softcover

Medium Type

Book

Imprint

Springer Gabler

[Order Quantity](#)



ISBN : 978-3-319-58714-1

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

Electronic Commerce 2018

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

This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering ...

Contents

Chapter 1. Overview of Electronic Commerce.- Chapter 2. E-Commerce: Mechanisms, Platforms, and Tools.- Chapter 3. Retailing in Electronic Commerce: Products and Services.- Chapter 4. Business-to-Business E-Commerce.- Chapter 5. Innovative EC Systems: From E-Government to E-Learning, E-Health, Sharing Economy and P2P Commerce.- Chapter 6. Mobile Commerce and the Internet of Things.- Chapter 7. Intelligent (Smart) E-Commerce.- Chapter 8. Social Commerce: Foundations, Social Marketing, and Advertising.- Chapter 9. Social Enterprise and Other Social Commerce Topics.- Chapter 10. Marketing and Advertising in E-Commerce.- Chapter 11. E-Commerce ...

Fields of Interest

e-Business/e-Commerce; Business Information Systems; Operations Research/ Decision Theory

Content Level

Graduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

9th ed. 2018,XXVIII, 636 p. 90 illus., 75 illus. in color.(Springer Texts in Business and Economics) Hardcover

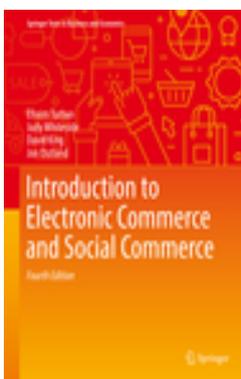
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-319-50090-4

Turban, E., Whiteside, J., King, D., Outland, J., University of Hawaii, Kihei, HI, USA

Introduction to Electronic Commerce and Social Commerce

- The leading Undergraduate text on E-Commerce brought completely up to date
- End of chapter exercises, case studies, and class projects
- Online tutorials; Instructor's Manual

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files.

The ...

Contents

Chapter 1. Overview of Electronic Commerce.- Chapter 2. E-Commerce: Mechanisms, Platforms, and Tools.- Chapter 3. Retailing in Electronic Commerce: Products and Services.- Chapter 4. Business-to-Business E-Commerce.- Chapter 5. Innovative EC Systems: From E-Government to E-Learning, Knowledge Management, E-Health, and C2C Commerce.- Chapter 6. Mobile Commerce and the Internet of Things.- Chapter 7. Social Commerce: Foundations, Social Marketing, and Advertising.- Chapter 8. Social Enterprise and Other Social Commerce Topics.- Chapter 9. Marketing and Advertising in E-Commerce.- Chapter 10. E-Commerce Security and Fraud Issues and ...

Fields of Interest

e-Business/e-Commerce; Business Information Systems

Content Level

Upper undergraduate

Product category

Undergraduate textbook

Available

Bibliography

4th ed. 2017,XXV, 435 p. 74 illus., 63 illus. in color.(Springer Texts in Business and Economics) Hardcover

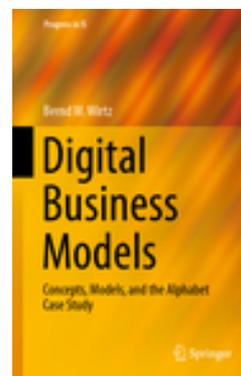
Medium Type

Book

Imprint

Springer

Order Quantity



ISBN : 978-3-030-13004-6

Wirtz, Bernd W., German University of Administrative Sciences, Speyer, Germany

Digital Business Models

Concepts, Models, and the Alphabet Case Study

- Provides a comprehensive and detailed introduction to business model concepts in the digital world
- Explains each business model type with a dedicated case study
- Presents a comprehensive case study on Google/Alphabet that combines all aspects of digital business models

The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies and management practices alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model ...

Contents

Foundations of Digital Business Models.- The Business Model Concept.- Digital Business.- B2C Digital Business Models: Content.- B2C Digital Business Models:Context.- B2C digital Business Models: Connection.- Hybrid Digital Business Models.- B2B Digital Business Models.- Digital Business Model Innovation.- Google/Alphabet Case Study.

Fields of Interest

e-Business/e-Commerce; e-Commerce/e-business; Organization; Innovation/Technology Management; Entrepreneurship

Content Level

Upper undergraduate

Product category

Graduate/advanced undergraduate textbook

Available

Bibliography

1st ed. 2019,X, 247 p.(Progress in IS)
Hardcover

Medium Type

Book

Imprint

Springer

[Order Quantity](#)