



New Acquisitions

December 2008 – May 2009

Books – Reference Books

**General Subjects – Economics - Business & General Management -
Organisational Behaviour & Personnel Management - Production &
Operations Management - Marketing - Finance & Accounting -
Information Systems & Management Science**



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May 2009

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Listing of books acquired (July - November 2008) in pdf format (294KB)

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B. Infocenter Selection

	<p>Haffner, John ; Casas i Klett, Tomas ; Lehmann, Jean-Pierre Japan's open future: an agenda for global citizenship. - London : Anthem Press, 2009. - 320 p. ISBN: 978-1-84331-311-3</p> <p>Call n°: 141 HAF </p>
	<p>Yaziji, Michael ; Doh, Jonathan NGOs and corporations : conflict and collaboration. - Cambridge : Cambridge University Press, 2009. - 191 p. ISBN: 978-0-521-68601-3</p> <p>Call n°: 260 YAZ </p>
	<p>Ryans, Adrian B. Beating low cost competition : how premium brands can respond to cut-price rivals. - Chichester : J. Wiley and Sons, 2008. - 256 p. ISBN: 978-0-470-74297-6</p> <p>Call n°: 350 RYA </p>
	<p>Steger, Ulrich ; Ionescu-Somers, Aileen ; Salzmann, Oliver ; Mansourian, Stephanie Sustainability partnerships : the manager's handbook. - Houndmills : Palgrave MacMillan, 2009. - 268 p. ISBN: 978-0-230-53981-5</p> <p>Call n°: 260 STE </p>
	<p>Nie, Winter ; Xin, Katherine ; Zhang, Lily Made in China : secrets of China's dynamic entrepreneurs. - Singapore : J. Wiley and Sons, 2009. - 210 p. ISBN: 978-0470-82436-8</p> <p>Call n°: 220 NIE </p>
	<p>Epstein, Marc J. (Ed.) ; Manzoni, Jean-François (Ed.) Performance measurement and management: measuring and rewarding performance : volume 18. - Bingley : Emerald JAI, 2008. - 356 p. ISBN: 978-0-7623-1479-9</p> <p>Call n°: 310 EPS </p>
	<p>Damodaran, Harish India's new capitalists : caste, business, and industry in a modern nation. - Houndmills : Palgrave MacMillan, 2008. - 341 p. ISBN: 978-0-230-20507-9</p> <p>Call n°: 141 DAM</p>
	<p>Bennis, Warren G. ; Goleman, Daniel ; O'Toole, James Transparency : how leaders create a culture of candor. - San Francisco : Jossey-Bass, 2008. - 130 p. ISBN: 978-0-4707-27876-5</p> <p>Call n°: 260 BEN</p>

C. Books

1. General Subjects

Cato, Molly Scott

Green economics : an introduction to theory, policy and practice. - London : Earthscan Publications, 2009. - 224 p.

ISBN: 978-1-84407-571-3

Call n°: 090 CAT

The world as we know it needs a new economics. Climate change, financial crisis and out-of-control globalization - all the major problems facing the world have their root in the dominant economic system.

This book offers an alternative to mainstream economics, which views society and the ecosystem as subsets of the wider, limitless global economy. Starting with the recognition of planetary limits and an understanding of the importance of using resources wisely, green economics views the economy as nested within society, which itself as part of the greater ecosystem.

The text explains the axioms of green economics including views on taxation, welfare, money, economic development and work through the work of its inspirational figures including Schumacher, Robertson and Douthwaite. It also explores the contributions and insights of schools of thought critical of the dominant neo-classical economic paradigm, including ecofeminism, views from the global South, and the perspective of indigenous peoples. Examples of effective green policies that are already being implemented across the world are presented, as well as policy prescriptions for issues including economic measurement, localization, citizens' income, taxation and trade.

Doppelt, Bob

The power of sustainable thinking : how to create a positive future for the climate, the planet, your organization and your life. - London : Earthscan

Publications, 2008. - 218 p.

ISBN: 978-1-84407-595-9

Call n°: 090 DOP

Quick fix or permanent, local or imported, synthetic or natural? Everyday we are faced with a myriad of complex, often contradictory choices that have a bearing on the climate and sustainability. Yet whether at home or in business, without a method for understanding our thought processes, we often default to behavior that is destroying the climate, natural environment and social wellbeing. How can we change our thinking and behaviors to protect the climate and move towards sustainability?

In this book, the author provides both an easy to understand explanation and practical methods for transforming our climate-damaging, unsustainable ways into sustainable thinking and behaviors. He makes the case that global warming and today's other ecological and socioeconomic problems are not technical in nature, rather they represent a crisis of thought. Every society has a shared "mental frame" - core beliefs and assumptions - that shape the way people make decisions and behave. Effective solutions will emerge only when new, sustainable forms of thinking emerge. Sustainable thinking requires a clear understanding of the systems humans are part of, the use of proven strategies for facilitating personal, team, and organizational change, ethical rules to guide behavior, and a creative rather than problem-solving orientation.

The first part of the book makes the case that new ways of thinking are needed to resolve

climate change and other sustainability issues. Part two starts by explaining how the human mind works and how people change. It then provides proven “staged-based” methods for transforming thinking and behavior, beginning first with the reader's own cognitive patterns, then moving to how individuals can motivate other people to change, and finally to how teams and organizations can be motivated to change.

To bring the ideas alive, the author offers numerous examples from his own experiences and those of business and government leaders from different places and contexts. The end result is a practical, inspiring read for all those who want to change their own thinking and behavior and contribute to a cascade effect that produces widespread social change for climate protection and sustainability.

Pinkse, Jonatan ; Kolk, Ans

International business and global climate change. - London : Routledge, 2009. - 200 p.

ISBN: 978-0-415-41553-8

Call n°: 090 PIN

Climate change has become an important topic on the business agenda with strong pressure being placed on companies to respond and contribute to finding solutions to this urgent problem. This text provides a comprehensive analysis of international business responses to global climate change and climate change policy. The first part outlines the international climate policy landscape and voluntary initiatives taken by companies, both alone and together with others. The second part examines companies' strategies, covering innovation for climate change, as well as compensation via emissions trading and carbon offsetting.

Petroleum Economist

Fundamentals of the global oil and gas industry, 2008 : the official publication of the 19th World Petroleum Congress. - London : Petroleum Economist, 2008. - 159 p.

ISBN: 1-86186-253-9

Call n°: 096 PET

Demand for energy is surging. Production of easy oil and gas will be unable to match the growing requirement. More energy means more carbon dioxide emissions – and greater climate change.

The challenges facing the energy industry will determine the extent to which the world will have continued access to the clean, convenient, affordable energy that is a foundation of modern life. This publication assesses these challenges and looks at how the energy industries may develop in the future.

2. Economics

Krugman, Paul R.

The return of depression economics and the crisis of 2008. - New York : W. W. Norton, 2009. - 191 p.

ISBN: 978-0-393-07101-6

Call n°: 110 KRU

The author, winner of the 2008 Nobel Prize in economics, shows how today's crisis parallels the events that caused the Great Depression - and explains what it will take to avoid catastrophe. In 1999, in "The Return of Depression Economics", the author surveyed the economic crises that had swept across Asia and Latin America, and warned that those crises were a warning for all of us: like diseases that have become resistant to antibiotics, the economic maladies that caused the Great Depression were making a comeback. In the years that followed, as Wall Street boomed and financial wheeler-dealers made vast profits, the international crises of the 1990s faded from memory. But now depression economics has come to America: when the great housing bubble of the mid-2000s burst, the U.S. financial system proved as vulnerable as those of developing countries caught up in earlier crises - and a replay of the 1930s seems all too possible. In this new edition, the author shows how the failure of regulation to keep pace with an increasingly out-of-control financial system set the United States, and the world as a whole, up for the greatest financial crisis since the 1930s. He also lays out the steps that must be taken to contain the crisis, and turn around a world economy sliding into a deep recession.

Sanyal, Sanjeev

The Indian renaissance : India's rise after a thousand years of decline. - New Jersey : World Scientific Publishing, 2008. - 254 p.

ISBN: 978-981-281-877-5

Call n°: 110 SAN

India's recent economic performance has attracted world attention but the country is re-awakening not just as an economy but as a civilization. After a thousand years of the decline, it now has a genuine opportunity to re-establish itself as a major global power. In this book, the author looks at the processes that led to ten centuries of fossilization and then at the powerful economic and social forces that are now working together to transform India beyond recognition. These range from demographic shifts to rising literacy levels, but the most important revolution has been the opening of mind and the changed attitude towards innovation and risk.

This book is about how India found itself at this historic juncture, the obstacles that it still needs to negotiate and the future that it may enjoy. The author tells the story from the perspective of the new generation of Indians who have emerged from this great period of change.

Damodaran, Harish

India's new capitalists : caste, business, and industry in a modern nation. - Houndmills : Palgrave MacMillan, 2008. - 341 p.

ISBN: 978-0-230-20507-9

Call n°: 141 DAM

This book traces the modern-day evolution of business communities in India and captures the rise of new entrepreneurial groups with no established pedigree of trading or banking. It also contains 15 individual case studies that embellish the general findings.

Haffner, John ; Casas i Klett, Tomas ; Lehmann, Jean-Pierre

Japan's open future: an agenda for global citizenship. - London : Anthem Press, 2009. - 320 p.

ISBN: 978-1-84331-311-3

Call n°: 141 HAF

For many decades Japan enjoyed great success with its export-oriented economy and the outsourcing of its foreign policy to the United States under the US security umbrella. Its role in the world was simple, and times were good. But times have changed: With the end of the Cold War, a shrinking domestic population, global instabilities after 9-11, the financial crisis, and other seismic shifts, Japan now faces a more complicated world. In this book, three foreigners who have lived and worked in Japan – a Canadian, a Frenchman and a Spaniard – argue that Japan has much to gain by pursuing a more engaged, outward-looking, multilateral posture in its region and globally. While the country will continue to enjoy good relations with the West, the time has come for Japan to embrace its Asian heritage and future, as well as its own potential contribution to world affairs.

Nilekani, Nandan

Imagining India : ideas for the new century. - London : Allen Lane, 2009. - 511 p.

ISBN: 978-1-846-14122-5

Call n°: 141 NIL

The author of this book gives us a fascinating new perspective for the twenty-first century, defying received and imported wisdom, and showing us what is really at stake in the world's largest democracy. He reveals why India's huge population has now become her greatest strength; how information technology is bringing the benefits of globalization; why rapid urbanization is transforming social and political life; and how we can learn from India's difficult journey towards a single internal market. He also gets to the heart of debates about labour reform, the social security system, higher education and the role of the state. And he asks the key questions of the future: how will India as a global power avoid the mistakes of earlier development models? Will further access to the open market continue to stimulate such extraordinary growth? And how will all this affect – and be shaped by – her young people.

Panagariya, Arvind

India : the emerging giant. - Oxford : Oxford University Press, 2008. - 514 p.

ISBN: 978-0-19-531503-5

Call n°: 141 PAN

India is not only the world's largest and fiercely independent democracy, but also an emerging economic giant. But to date there has been no comprehensive account of India's remarkable growth or the role policy has played in fuelling this expansion. This book shedding light on one of the most successful experiments in economic development in modern history. Why did the early promise of the Indian economy not materialize and what led to its eventual turnaround? What policy initiatives have been undertaken in the last twenty years and how do they relate to the upward shift in the growth rate? What must be done to push the growth rate to double-digit levels? To answer these crucial questions, the author offers a brilliant analysis of India's economy over the last fifty years--from the promising start in the 1950s, to the near debacle of the 1970s (when India came to be regarded as a "basket case"), to the phenomenal about face of the last two decades. The author illuminates the ways that government policies have promoted economic growth (or, in the case of Indira Ghandi's policies, economic stagnation), and offers insightful discussions of such key topics as poverty and inequality, tax reform, telecommunications

(perhaps the single most important success story), agriculture and transportation, and the government's role in health, education, and sanitation. The dramatic change in the fortunes of 1.1 billion people has, not surprisingly, generated tremendous interest in the economy of India. The author offers the first major account of how this has come about and what more India must do to sustain its rapid growth and alleviate poverty. It will be must reading for everyone interested in modern India, foreign affairs, or the world economy.

El-Erian, Mohamed A.

When markets collide : investment strategies for the age of global economic change. - New York : McGraw-Hill, 2008. - 344 p.

ISBN: 978-0-071-59281-9

Call n°: 143 ELE

This book is a timely alert to the fundamental changes taking place in today's global economic and financial systems--and a call to action for investors who may fall victim to misinterpreting important signals. While some have tended to view asset class mispricings as mere "noise," this text shows why they are important signals of opportunities and risks that will shape the market for years to come. The author puts recent events in their proper context, giving you the tools that can help you interpret the markets, benefit from global economic change, and navigate the risks.

The world economy is in the midst of a series of hand-offs. Global growth is now being heavily influenced by nations that previously had little or no systemic influence. Former debtor nations are building unforeseen wealth and, thus, enjoying unprecedented influence and facing unusual challenges. And new derivative products have changed the behavior of many market segments and players. Yet, despite all these changes, the system's infrastructure is yet to be upgraded to reflect the realities of today's and tomorrow's world. The author investigates the underlying drivers of global change to shed light on how you should:

- *Think about the new opportunities and risks*
- *Construct an appropriately diversified and internationalized portfolio*
- *Protect your portfolio against new sources of systemic risk*
- *Best think about the impact of central banks and financial policies around the world*
- *Offering up predictions of future developments, El-Erian directs his focus to help you capitalize on the new financial landscape, while limiting exposure to new risk configurations.*

Shiller, Robert J.

The subprime solution : how today's global financial crisis happened, and what to do about it. - Princeton : Princeton University Press, 2008. - 196 p.

ISBN: 978-0-691-13929-6

Call n°: 143 SHI

The subprime mortgage crisis has already wreaked havoc on the lives of millions of people and now it threatens to derail the U.S. economy and economies around the world. In this trenchant book, the author reveals the origins of this crisis and puts forward bold measures to solve it. He calls for an aggressive response--a restructuring of the institutional foundations of the financial system that will not only allow people once again to buy and sell homes with confidence, but will create the conditions for greater prosperity in America and throughout the deeply interconnected world economy.

The author blames the subprime crisis on the irrational exuberance that drove the economy's two most recent bubbles--in stocks in the 1990s and in housing between 2000 and 2007. He shows how these bubbles led to the dangerous overextension of credit now

resulting in foreclosures, bankruptcies, and write-offs, as well as a global credit crunch. To restore confidence in the markets, Shiller argues, bailouts are needed in the short run. But he insists that these bailouts must be targeted at low-income victims of subprime deals. In the longer term, the subprime solution will require leaders to revamp the financial framework by deploying an ambitious package of initiatives to inhibit the formation of bubbles and limit risks, including better financial information; simplified legal contracts and regulations; expanded markets for managing risks; home equity insurance policies; income-linked home loans; and new measures to protect consumers against hidden inflationary effects.

Ferguson, Niall

The ascent of money : a financial history of the world. - London : Allen Lane, 2008. - 441 p.

ISBN: 978-1-846-14106-5

Call n°: 144 FER

Bread, cash, dosh, dough, loot: Call it what you like, it matters. To Christians, love of it is the root of all evil. To generals, it's the sinews of war. To revolutionaries, it's the chains of labour. But in this book, the author shows that finance is in fact the foundation of human progress. What's more, he reveals financial history as the essential back-story behind all history.

This text charts the evolution of credit and debt as important as any technological innovation in the rise of civilization, from ancient Babylon to the silver mines of Bolivia. Banks provided the material basis for the splendours of the Italian Renaissance, while the bond market was the decisive factor in conflicts from the Seven Years' War to the American Civil War.

The author explains why the origins of the French Revolution lie in a stock market bubble caused by a convicted Scots murderer. He shows in this book how financial failure turned Argentina from the world's sixth richest country into an inflation-ridden basket case – and how a financial revolution is propelling the world's most populous country from poverty to power in a single generation.

Yet the most important lesson of the financial history is that sooner or later every bubble bursts – sooner or later the bearish sellers outnumber the bullish buyers – sooner or later greed flips into fear. And that's why, whether you're scraping by or rolling in it, there's never been a better time to understand the ascent of money.

Morris, Charles R.

The trillion dollar meltdown : easy money, high rollers, and the great credit crash. - London : PublicAffairs, 2008. - 194 p.

ISBN: 978-1-586-48750-8

Call n°: 144 MOR

We are living in the most reckless financial environment in recent history. Arcane credit derivative bets are now well into the tens of trillions. According to the author of this book, the astronomical leverage at investment banks and their hedge fund and private equity clients virtually guarantees massive disruption in global markets. The crash, when it comes, will have no firebreaks. A quarter century of free-market zealotry that extolled asset stripping, abusive lending, and hedge fund secrecy will come crashing down with it. This text explains how we got here, and what is about to happen. After the crash our priorities will be quite different. But things are likely to get worse before they better. Whether you are an active investor, a homeowner, or a contributor to your 401(k) plan, this book will be indispensable to understanding the gross excess that has put the world economy on the brink—and what the new landscape will look like.

Grath, Anders

The handbook of international trade and finance : the complete guide to risk management, international payments and currency management, bonds and guarantees, credit insurance and trade finance. - London : Kogan Page, 2008. - 198 p.

ISBN: 978-0-7494-5320-6

Call n°: 145.2 GRA

Intended for use by anyone involved in international sales, finance, shipping and administration, this handbook provides a full explanation of the key finance areas of international trade - including risk management, international payments, currency management, bonds and guarantees, and trade finance. It provides an essential reference source that will help you to reduce risks and improve cashflow, identify the most competitive finance alternatives, structure the best payment terms, and minimise finance and transaction costs. Designed for all businesses, regardless of size and business sector, the book also describes the negotiating process from the perspectives of both the buyer and the seller - giving you valuable insight into the complete financing process.

Nayak, Amar K. J. R.

Multinationals in India : FDI and complementation strategy in a developing country. - Houndmills : Palgrave MacMillan, 2008. - 215 p.

ISBN: 978-0-230-20269-6

Call n°: 145.4 NAY

This book is an in depth analysis of the key determinants of successful direct investment strategy by foreign firms in India. It provides important cues to multinational companies in India and other developing countries on how to strategically invest in these host countries for the benefit of both the company and the country involved. It establishes that the success of foreign firms in India lies in their internal strategy. It argues that the investment in complimentary businesses of their respective industries has contributed significantly to the financial performance of multinationals in India.

Mortimore, Simon (Ed.)

Company directors : duties, liabilities, and remedies. - Oxford : Oxford University Press, 2009. - 1262 p.

ISBN: 978-0-19-921778-6

Call n°: 180 MOR

This is the first work specialising in directors' duties and liabilities to be written from the perspective of the Companies Act 2006. It focuses on issues of present day practical importance. The work covers all issues relating to directors from the requirement to have directors and their functions through to a discussion on their appointment and removal. The newly formulated directors' duties are discussed in detail. There is full coverage of topical issue such as directors' terms of service and chapters dedicated to giving practical guidance on claims against directors by the company, members and during insolvency proceedings. Criminal proceedings are also considered as are liabilities of directors to third parties. This major new work provides essential guidance for those advising directors, members and companies on the conduct of directors in the context of the new regime.

3. Business and General Management

Nie, Winter ; Xin, Katherine ; Zhang, Lily

Made in China : secrets of China's dynamic entrepreneurs. - Singapore : J. Wiley and Sons, 2009. - 210 p.

ISBN: 978-0470-82436-8

Call n°: 220 NIE

China's rapid economic growth has made it a vital market for the biggest multinational corporations, most of which have invested heavily in China. Yet those corporations face their toughest competition not from other multinationals, but from China's own homegrown businesses. China's entrepreneur class has grown and their businesses are succeeding primarily due to their knowledge of the domestic market, quick adaptation to market changes, and their resourcefulness. To paraphrase Sun Tzu, it is best to know one's enemy. This book gives executives at multinationals the inside insight they need to compete with China's homegrown businesses before they lose out.

Smith, Chris (Ed.) ; McSweeney, Brendan (Ed.) ; Fitzgerald, Robert (Ed.)

Remaking management : between global and local. - Cambridge : Cambridge University Press, 2008. - 470 p.

ISBN: 978-0-521-86151-9

Call n°: 220 SMI

Debates about the consequences for work practices posed by the rapidly growing transnationalization of business have become increasingly central to management studies, sociology, political science, geography and other disciplines. This book brings together a range of international contributors from different sub-disciplines in management to examine current theories of change or continuity of work practices in the context of fashionable claims about unstoppable globalization or unmoveable national business systems. It provides theoretical and empirical challenges to both of these explanations. Rejecting an overemphasis on inevitable convergence or enduring divergence, the book reveals a mix of international, national and organizational-level influences on workplace practice.

Verbeke, Alain

International business strategy : rethinking the foundations of global corporate success. - Cambridge : Cambridge University Press, 2009. - 481 p.

ISBN: 978-0-521-68111-7

Call n°: 220 VER

How can you best extend your knowledge of how multinational enterprises (MNEs) function? What does globalization mean for today's managers? How do students turn the message from academic literature into effective business strategies within an MNE? This textbook shows how the key concepts from business strategy literature can be applied to multinational enterprise. Readers will gain the practical knowledge and skills needed to succeed as effective managers in multinational companies through a critical study of mainstream strategy models and the analysis of forty-five key journal articles. More than twenty 'half-length' case studies from leading firms including Honda, IKEA and Danone show globalization in practice at the firm level. The book also identifies seven central themes from the literature for successful global strategies and unifies them into a clear framework that can be applied to real businesses worldwide.

Heimeriks, Koen H.

Developing alliance capabilities. - Houndmills : Palgrave MacMillan, 2008. - 186 p.
ISBN: 978-0-230-20169-9

Call n°: 240 HEI

This book analyses how firms can enhance alliance performance through the development of alliance capabilities. More specifically, extensive fieldwork and data of 192 firms are used to report on a list of mechanisms that can be used to enhance alliance portfolio performance.

Barringer, Bruce R. ; Ireland, R. Duane

Entrepreneurship : successfully launching new ventures. - Upper Saddle River : Prentice Hall, 2008. - 542 p.

2nd ed.

ISBN: 978-0-13-505282-2

Call n°: 250 BAR

This book, containing many real-life examples, makes a thoughtful, practical guide to the process of launching new ventures. It begins by introducing a model of the entrepreneurial process, and follows the model throughout the book. Emphasis is placed on the beginnings of the entrepreneurial process – particularly opportunity recognition and feasibility analysis. A four part organization makes the journey toward understanding the entrepreneur process both enjoyable and productive. The four parts, which collectively contain 15 chapters, are: The Decision to Become an Entrepreneur, Developing Successful Business Ideas, Moving From an Idea to an Entrepreneurial Firm, and Managing and Growing an Entrepreneurial Firm. For venture capitalists, investor groups, or business incubators (for-profit and not-for-profit) to distribute to their client companies; and of particular help to technology companies.

Burns, Paul

Corporate entrepreneurship : building the entrepreneurial organization. -

Houndmills : Palgrave MacMillan, 2008. - 386 p.

2nd ed.

ISBN: 978-0-230-54263-1

Call n°: 250 BUR

This book considers the personal qualities of successful entrepreneurs and the manner in which they do business. It demonstrates how these qualities can be replicated to form an organisational architecture that encourages entrepreneurship at all levels within a company.

Reider, Rob

Effective operations and controls for the small privately held business. -

Hoboken : J. Wiley and Sons, 2008. - 396 p.

ISBN: 978-0-470-22276-8

Call n°: 250 REI

Sarbanes-Oxley combats the practices that created financial abuses in a number of major corporations. But the public or small privately held business—due to its unregulated nature—may be even more susceptible to such financial and operational abuses. Without effective accounting and operating practices and controls, many of these abuses go undetected. Comprehensive in presentation without an overwhelming amount of information, this book helps you navigate through all of the key accounting and financial information required to operate a small business.

This how-to book helps you to know which questions to ask, how to avoid mistakes and pitfalls in your privately held small business, and how to evaluate your own personal assets and skills objectively. Its clear presentation of concepts makes it a valuable reference source you can easily consult for any issue or concern.

The author provides you with tips to maximize your efforts, including: - How to overcome the barriers you may encounter in implementing effective operating systems and procedures; - The value-added operating procedures to help your small business become more successful in its operations; - The best practices and techniques you can employ to decrease your business's costs and increase revenues; - How to use sound small business management to transform functional costs to a real profit contribution; - How you can strengthen operational performance in the business through a strategic focus perspective; -How you can identify necessary operating procedures for each and every function and activity.

This text prepares readers to "read-and-do" with detailed, step-by-step guidance, as well as proven strategies and techniques to improve, implement, and benefit from their decisions toward a financially healthy, privately held small business.

Bennis, Warren G. ; Goleman, Daniel ; O'Toole, James

Transparency : how leaders create a culture of candor. - San Francisco : Jossey-Bass, 2008. - 130 p.

ISBN: 978-0-4707-27876-5

Call n°: 260 BEN

In a time when the reputation of an organization or a leader can be shattered by the click of a mouse, transparency is often a matter of survival in a world of global competition. But as stakeholders in different organizations increasingly clamor for transparency, what are they truly asking for? What is the promise of transparency? What are its very real risks? And why is it essential that leaders understand it? In this book, the authors explore what it means to be a transparent leader, create a transparent organization, and live in an ever more transparent world culture.

In three interconnected essays, they examine transparency from three different vantage points—within and between organizations, in terms of personal responsibility, and finally, in the context of the new digital reality—all with an emphasis on how these relate to leaders and leadership. The first essay explores an urgent dilemma for every contemporary leader: how to create a culture of candor. The second essay—with the provocative title "Speaking Truth to Power"—discusses a prerequisite for transparency and a responsibility we too often fail to fulfill. The final essay explores how digital technology is making the entire world more transparent.

Combining theory and experience, this book offers both a long view of transparency and a wealth of practical advice. The ideas in each chapter will make anyone both a better follower and a better leader.

Gaines-Ross, Leslie

Corporate reputation : 12 steps to safeguarding and recovering reputation. -

Hoboken : J. Wiley and Sons, 2008. - 183 p.

ISBN: 978-0-470-17150-9

Call n°: 260 GAI

We all know reputation matters. But what do you do if your company should lose its reputation? Would you know the distress signals to look for before crisis strikes? Would you know how to begin to restore a damaged reputation and build an enduring and lasting one? This book does more than show you how to manage a crisis immediately after an incident, disaster or disclosure. It guides you along the long road back to recovering your

company's lost reputation, and preserving its organization and culture.

This work takes you through a 12-step reputation recovery model that any company can customize and apply to rebuild and restore its good name—and prevent it from being tarnished in the first place.

Recognizing the tangible value and good-will created by a company's reputation, this book:

- *Explains why reputation, more fragile than ever, matters to a company's valuation, well-being, and permission to exist*
- *Isolates a new stage—reputation recovery—that deserves its rightful place in the reputation-building process*
- *Identifies the most important steps in recovering reputation*
- *Explores the roles that corporate leaders play in reputation recovery and sustainability*
- *Provides a practical, time-tested road map for restoring reputation over the long-term.*

Hitchcock, Darcy ; Willard, Marsha

The step-by-step guide to sustainability planning : how to create and implement sustainability plans in any business or organization. - London :

Earthscan Publications, 2008. - 173 p.

ISBN: 978-1-84407-616-1

Call n°: 260 HIT

Sustainability is now the greatest business imperative, yet how do you actually develop and implement a sustainability plan if you aren't an expert?

This authors of this book offer a highly practical guide to designing and implementing a customized sustainability plan in any business, organization or government department of any type and scale.

Users are provided with a step-by-step guide through the successive stages of plan development. Each chapter has two vital sections. The first contains background reading, tips and case examples to help you be successful. The second presents a set of methods each with step-by-step instructions and a selection matrix to help choose the best methods. The book also contains sample worksheets and exercise materials that can be copied for organization-wide use.

Institute of Directors (Ed.)

The handbook of international corporate governance : a definite guide. -

London : Kogan Page, 2009. - 510 p.

ISBN: 978-0-7494-5508-8

Call n°: 260 INS

This book provides a systematic approach to the development and implementation of corporate governance practice in developing countries, lesser developed countries, emerging markets and transitional economies.

Corporate governance, simply put, is the system in which organizations are directed and controlled. Board structures and frameworks vary from country to country – such as the combined or divided roles of the CEO and the Chairman to mandatory or self-regulatory enforcement. Key principles include transparency of information, accountability to shareholders, and responsibility of boards to direct the company effectively with prudent controls.

Corporate governance ensures that boards effectively monitor management performance attributing to the continued prosperity of a company and increased shareholder value. In any country the performance of companies is key to economic growth and this is particularly vital in developing countries and emerging markets for long term sustainable development and increased foreign direct investment.

Monks, Robert A. G.

Corpocracy : how CEOs and the business roundtable hijacked the world's greatest wealth machine - and how to get it back. - Hoboken : J. Wiley and Sons, 2008. - 252 p.

ISBN: 978-0-470-14509-8

Call n°: 260 MON

Shareholder control over large corporations is worryingly weak and the unrestrained hunt for profits is taking a toll on the environment and society. In this book, the author reveals how corporations abuse their power and what we the people must do to rein them in. In a clear and careful analysis, he outlines a plan for reconciling the competing interests of corporations and society through thoughtful shareholder activism.

Nedopil, Christoph

International capital flows and the corporate governance environment : how foreign direct investments (FDI) influence the institutions of corporate governance. - Saarbrücken : Südwestdeutscher Verlag für Hochschulschriften, 2009. - 238 p.

ISBN: 978-3-8381-0270-2

Call n°: 260 NED

The relationship between the institutions of corporate governance and capital flows is complex. The majority of the literature however concentrates on the influence corporate governance has on investments. The reverse causality was so far mostly neglected, despite great relevance for investors, managers and policy makers. The author focuses in this study on the topic what influence international investments have on the development of the corporate governance environment and answers this question both conceptually and empirically. For this purpose a quantifiable model for the corporate governance environment is developed, which is analyzed employing a novel dataset for the period between 1991 and 2005. The author can show that the corporate governance environment in developing countries improves under certain circumstances, especially if the corporate governance environment of the source country of the investment is higher developed. The findings of this study help both the academic debate on corporate governance as well as the economic and political discussion on whether and how foreign investors influence the evolution of various institutions.

Painter-Morland, Mollie

Business ethics as practice : ethics as the everyday business of business. - Cambridge : Cambridge University Press, 2008. - 302 p.

ISBN: 978-0-521-87745-9

Call n°: 260 PAI

In recent years, a succession of corporate scandals has rocked the international business community. As a result, many companies have invested considerable time, money and effort on the development of ethics management programs. However, in many cases, such programs are nothing more than insurance policies against corporate liability, designed merely to limit the fallout of scandals should they occur. In this book, the author urges us to take business ethics seriously by reconsidering the role of ethics management within organizations. She redefines the typical seven-step ethics management program from within - challenging the reader to reconsider what is possible within each aspect of this process. In doing so, she draws on the insights of Aristotle, Nietzsche, Heidegger, Foucault and numerous contemporary organizational theorists and sociologists to create the space for the emergence of a morally responsive corporate ethos.

Steger, Ulrich ; Ionescu-Somers, Aileen ; Salzmann, Oliver ; Mansourian, Stephanie
Sustainability partnerships : the manager's handbook. - Houndmills : Palgrave
MacMillan, 2009. - 268 p.
ISBN: 978-0-230-53981-5

Call n°: 260 STE

This book offers a new look at the latest empirical evidence and thinking on partnerships in the area of corporate sustainability. It fills significant research gaps in the area of partnerships and sustainability - in particular from a corporate point of view. It features a differentiated analysis across four focus areas (climate change, public health, sustainable food, and human rights). It is based on rich and recent data (some 160+ direct interviews). Social and environmental issues can be very complex and overwhelming for managers. A partnership seems like an obvious solution. But what type of partnership is appropriate, what are the pitfalls and how can they be overcome?

Wetherly, Paul (Ed.) ; Otter, Dorrn (Ed.)

The business environment : themes and issues. - Oxford : Oxford University Press,
2008. - 495 p.
ISBN: 978-0-19-920305-5

Call n°: 260 WET

This book gives context to the subject in the range of environments in which business operates. Part One introduces the environments through the well-used "PESTLE" framework; this structure ensures that the core political, economic, socio-cultural, technological, legal and environmental influences on business are fully covered. A range of themes is clearly presented in each chapter to ensure this approach does not over-simplify the presentation of the business environment. These themes are designed to demonstrate to the reader that business is diverse and complex and there are many inter-relationships between the environments. The themes also outline the factors which influence business, for example the diversity of business, the complexity of the external environment, and the interaction between business and its environment. Part Two departs from the PESTLE framework and focuses on a range of contemporary issues relevant to each environment; this enables the reader to access the theory through lively current debates. These include the changing public sector, corporate social responsibility and ethics, globalization, and work-life balance. There are interesting short cases and examples throughout, as well as a longer case study at the end of each chapter; cases include the Nintendo Wii, BlackBerry, Nike, eBay, Nokia, EasyJet, Toyota, and the 2012 Olympics. The analytical approach the text takes, showing different opinions and perspectives and challenging key issues, will stimulate lively discussion and debate.

Yaziji, Michael ; Doh, Jonathan

NGOs and corporations : conflict and collaboration. - Cambridge : Cambridge
University Press, 2009. - 191 p.
ISBN: 978-0-521-68601-3

Call n°: 260 YAZ

We live in a period marked by the ascendancy of corporations. At the same time, the number of non-governmental organizations (NGOs) – such as Amnesty International, CARE, Greenpeace, Oxfam, Save the Children, and the WWF – has rapidly increased in the last twenty years. As a result, these two very different types of organization are playing an increasingly important role in shaping our society, yet they often have very different agendas. This book focuses on the dynamic interactions, both conflictual and collaborative, that exist between corporations and NGOs. It includes rigorous models,

frameworks, and case studies to document the various ways that NGOs target corporations through boycotts, proxy campaigns, and other advocacy initiatives. It also explains the emerging pattern of cross-sectoral alliances and partnerships between corporations and NGOs.

Epstein, Marc J. (Ed.) ; Manzoni, Jean-François (Ed.)

Performance measurement and management: measuring and rewarding performance : volume 18. - Bingley : Emerald JAI, 2008. - 356 p.

ISBN: 978-0-7623-1479-9

Call n°: 310 EPS

In 2001, the editors gathered a group of researchers in Nice, France to focus discussion on performance measurement and management control. Following the success of that conference, they held subsequent conferences in 2003, 2005, and 2007. This volume contains some of the exemplary papers that were presented at the most recent conference. The conference has grown in number of participants, quality of presentations, and reputation and this year attracted leading researchers in the field from North America, South America, Europe, Asia, Australia, and Africa. Though the conference has been generally focused on performance measurement and management control and has included presentations on many facets of the topic, each year we have also focused on a particular theme of current interest. This year's theme was directed at measuring and rewarding performance. This includes evaluating and rewarding the performance of organizations, units, teams, and individuals. It includes empirical, analytical and experimental research. In addition to the three plenary sessions, this volume also includes some of the other excellent papers presented at the conference.

The contents of this book represent a collection of leading research in management control and performance measurement and provide a significant contribution to the growing literature in the area. This collection of papers also covers a representative set of topics, research settings, and research methods. We are hopeful that this book will continue the search for additional understanding and development in performance measurement and management control, and provide guidance for both academic researchers and managers as they work toward improving organizations.

Özbilgin, Mustafa F.

Managing diversity and the business case. - London : Chartered Institute of Personnel and Development, 2008. - 34 p.

ISBN: 978-1-84398-223-4

Call n°: 310 OZB

What evidence is there that managing diversity makes business sense? What are the business drivers? How do organisations understand the business case, and how much importance do they attach to it? How do they monitor diversity progress? And what is the way forward? Based on a range of CIPD research investigations this report spells out the nature of the business case for managing diversity and its relevance to driving diversity progress in relation to legislation. It shows that organisations need to cultivate a positive approach to recognising and valuing all forms of difference to add value to business performance. Managing diversity is not just about adopting initiatives, but a dynamic process of continuous change which should take account of business circumstances and objectives. Benefits for you: - Access to findings from the CIPD state of the nation survey on diversity progress in UK organisations - Key learning points from a CIPD action research programme exploring why and how organisations drive the diversity agenda - An understanding of the potential of diversity management to contribute to better business performance.

Wankel, Charles (Ed.)

21st century management : a reference handbook : 1. - Los Angeles : Sage Publications, 2008. - 509 p.

ISBN: 978-1-4129-4972-9

Call n°: 310 WAN

This book provides clear and useful discussion of 100 of the key issues and topics that managers are confronting in the 21st century by scholars from around the world. The structure of discourse for each issue and important associated perspectives and research are concisely and meaningfully presented. New technologies, globalization and associated ethical implications frame many of these issues. Cutting edge and unsettled topics in human resource management, strategic management, entrepreneurship, operations management, business and society, management information systems, leadership, international management, organizational culture, diversity management, managing in the post-9/11 world, not-for-profit management, healthcare management, educational administration, public administration and green management are introduced and discussed.

Wankel, Charles (Ed.)

21st century management : a reference handbook : 2. - Los Angeles : Sage Publications, 2008. - 579 p.

ISBN: 978-1-4129-4972-9

Call n°: 310 WAN

This book provides clear and useful discussion of 100 of the key issues and topics that managers are confronting in the 21st century by scholars from around the world. The structure of discourse for each issue and important associated perspectives and research are concisely and meaningfully presented. New technologies, globalization and associated ethical implications frame many of these issues. Cutting edge and unsettled topics in human resource management, strategic management, entrepreneurship, operations management, business and society, management information systems, leadership, international management, organizational culture, diversity management, managing in the post-9/11 world, not-for-profit management, healthcare management, educational administration, public administration and green management are introduced and discussed.

Kaufmann, Alicia E.

Women in management and life cycle : aspects that limit or promote getting to the top. - Houndmills : Palgrave MacMillan, 2008. - 179 p.

ISBN: 978-0-230-20299-3

Call n°: 330 KAU

This book explores the elements that prevent women reaching higher level management positions in today's society, such as those relating to social structure, family and professional socialization in its different levels. It gives a general outlook about society and organizations in the 21st century, examining the problems that occur at the top, and presents a typology of female managers' attitudes according to age. It looks at the possibility of reconciling work and family responsibilities depending on the women's stage in the life cycle, and explores existing stereotypes within organizations regarding women in upper management.

Sturdy, Andrew

Management consultancy : boundaries and knowledge in action. - Oxford : Oxford University Press, 2009. - 204 p.

ISBN: 978-0-19-921264-4

Call n°: 330 STU

Management consultants are typically seen as key mediators in the flow of management ideas. And yet little is known about exactly what happens when they work together with clients, behind closed doors in consulting projects. Do they really innovate or simply legitimate existing knowledge? This book presents research from a three year long 'fly-on-the-wall study' of consulting projects and challenges our taken for granted view of consultancy.

It draws on and integrates theories of knowledge and social boundaries to reveal a picture of complex and shifting insider-outsider relationships. Here, the outsider or expert status of consultants in relation to their clients cannot be assumed in their day-to-day project interactions. Different actors, roles, and types of knowledge are involved in an interactive and dynamic process where various boundaries are constructed, reinforced, negotiated and transformed. The chapters selectively explore these dynamics, revealing the importance of boundary complexity, the role of humour and challenge in often tense relationships, and the importance of shared knowledge domains such as sector knowledge.

This in-depth analysis of inter-organizational project teams also covers a wide range of consultancy contexts, drawing on cases studies which include: - a US-based strategy firm and a multinational client; - the public and private sectors; - a sole practitioner consultant; - IT implementation in financial services.

Thomson, Peninah ; Graham, Jacey ; Lloyd, Tom

A woman's place is in the boardroom : the roadmap. - Houndmills : Palgrave MacMillan, 2008. - 138 p.

ISBN: 978-0-230-53712-5

Call n°: 330 THO

3 years after publishing "A woman's place is in the boardroom", the authors come back with a second step. In this book, the authors continue their argument for the business case for increased representation of women in senior management and on boards. This subject continues to be a hot topic, and the new book is a practical guide for how to apply the theories put forward in the first book.

Gilbert, Xavier ; Buechel, Bettina ; Davidson, Rhoda

Les sept principes de l'exécution : réussir vos initiatives stratégiques. - Paris : Pearson, 2009. - 243 p.

ISBN: 978-2-7440-7393-9

Call n°: 350 GIL

Que vaut l'idée la plus brillante si elle ne voit jamais le jour ? C'est un fait : près des deux tiers des projets lancés en entreprise ne sont pas réalisés. Un échec qui ne provient généralement pas des projets eux-mêmes, mais de la difficulté, voire de l'incapacité à les mettre en œuvre de manière effective. L'exécution est un art qui demande un véritable savoir-faire managérial...

Après avoir observé de nombreuses équipes de projet et interviewé plus de trois cents cadres dirigeants, les auteurs ont distingué sept principes à appliquer avant, pendant et après le lancement d'un projet afin de garantir sa réalisation. Aller à l'essentiel, réunir la meilleure équipe possible, fixer son itinéraire, mener pour gagner, anticiper, mobiliser l'organisation et assurer le suivi : voici les clés d'une exécution réussie.

Détaillant de manière précise chacun de ces principes, cet ouvrage accessible et pratique met en lumière toute la différence entre penser stratégiquement et agir stratégiquement. Illustré par des exemples réels de suivi en entreprise, il s'adresse à tous les managers qui voient dans un projet une opportunité de progrès et de croissance pour leur entreprise.

Lafley, Alan George ; Charan, Ram

The game-changer : how every leader can drive everyday innovation. - London : Profile Books, 2008. - 336 p.

ISBN: 978-1-84668-162-2

Call n°: 350 LAF

A.G. Lafley and his leadership team have integrated innovation into everything Procter & Gamble does - creating new customers and new markets. This book shows how P&G and companies such as Nokia, Lego and GE have become today's game-changers. Their lessons will help you achieve higher growth and higher margins, tap into the abundant creativity outside your business, manage risk and integrate innovation into your decision-making.

Lester, Andrew

Growth management : two hats are better than one. - Houndmills : Palgrave MacMillan, 2009. - 202 p.

ISBN: 978-0-230-57750-3

Call n°: 350 LES

Businesses and employees today must be comfortable wearing Two Hats: running the day job and separately delivering sustainable growth. But without the support and structure of the company and people around them, they will fail. This book explains the need for Two Hats and focuses on how to deliver sustainable growth in good times and bad. It works for organisations and individuals.

Ryans, Adrian B.

Beating low cost competition : how premium brands can respond to cut-price rivals. - Chichester : J. Wiley and Sons, 2008. - 256 p.

ISBN: 978-0-470-74297-6

Call n°: 350 RYA

Executives and managers in many companies are being severely challenged by today's low cost competitors – competitors that offer “good enough” products and services at very attractive prices. This book offers a step-by-step structured approach to help think through the issues and options, and to select the most appropriate strategy and implementation plan for dealing with them. The author examines how a variety of companies are responding to the threat of low cost competitors, and analyses how effective these strategies are. The leadership and cultural challenges that many companies face in responding to low cost competitors are also discussed, and examples, interviews and case material from global organizations such as Tesco, IBM, Deloitte, and Boeing are used throughout. Ultimately, the insights gained from the book will lead to better and more profitable business decisions.

Becerra, Manuel

Theory of the firm for strategic management : economic value analysis. -

Cambridge : Cambridge University Press, 2009. - 295 p.

ISBN: 978-0-521-68194-0

Call n°: 351 BEC

Strategic decisions deal with the long-term direction of the firm and its main activities, usually the responsibility of the top managers in an organization. Because the firm is the critical unit of analysis in strategy, we need to define what firms are, how they create value, and what their organizational boundaries are in order to understand their overall performance. However, this must be done in a manner that is most useful for strategic analysis and decision making. In other words, we need a theory of the firm for business strategy.

This book integrates and expands key existing theories, like transaction costs economics and the resource-based view, to develop a value-based theory of the firm. This provides a framework to show how firms can create value for customers and, at the same time, capture economic profits for their owners through business, corporate, international, and social strategies.

Cardona, Pablo ; Rey, Carlos

Management by missions. - Houndmills : Palgrave MacMillan, 2008. - 214 p.

ISBN: 978-0-230-55152-7

Call n°: 351 CAR

This book is a full methodology to implement the corporate mission to all levels of a company through innovative management tools such as shared missions, mission scorecards, interdependency matrixes, and mission-linked objectives. As a result, employees develop a strong sense of ownership that fosters their alignment with the organization and the cooperation at different levels.

Henry, Anthony

Understanding strategic management. - Oxford : Oxford University Press, 2008. - 441 p.

ISBN: 978-0-19-928830-4

Call n°: 351 HEN

Designed specifically for modules taught over one semester, this textbook covers all the core topics of strategic management in 12 manageable chapters. It takes students through all the key stages of strategic management: analysis, formulation, and implementation, with an emphasis on providing students with the tools of analysis essential for understanding the competitive and internal environments that organisations face. Classic subjects such as industry analysis and strategic leadership are thoroughly investigated, as well as contemporary ideas on corporate governance and globalization.

This book is a student-friendly introduction to the subject, packed with real life applications which clearly illustrate complex theoretical concepts. The user-friendly writing style helps students engage more readily with the material, so they can grasp complex strategic concepts quickly and easily.

Person, Ron

Balanced scorecards and operational dashboards with Microsoft Excel. -

Indianapolis : Wiley Publishing, 2009. - 452 p.

ISBN: 978-0-470-38681-1

Call n°: 351 PER

Created in Excel, balanced scorecards enable you to monitor operations and tactics, while operational dashboards is a set of indicators regarding the state of a business metric or process - both features are in high demand for many large organizations. This book serves as the first guide to focus on combining the benefits of balanced scorecards, operational dashboards, performance managements, and data visualization and then implement them in Microsoft Excel.

Pillkahn, Ulf

Using trends and scenarios as tools for strategy development : shaping the future of your enterprise. -

Erlangen : Publicis Corporate Publishing, 2008. - 452 p.

ISBN: 978-3-89578-304-3

Call n°: 351 PIL

The book presents the two most powerful tools for future planning: environmental analysis, based on the use of trends, as well as the development of visions of the future through the use of scenarios. While scenarios are generally regarded as a classical management tool, it is expected that the importance of trends will gain tremendously in the coming years.

The author demonstrates how to build robust strategies by aligning the results of environmental and enterprise scenarios, thereby offering entirely new insights.

This book convincingly illustrates why efficient observation of the environment of an enterprise is an absolutely essential factor for strategy development, and why strategy development only works if it is institutionalized as a permanent enterprise process. It also addresses the issue of what information is needed to keep both processes running. The book further describes how trends can be categorized, and offers advice on how to glean the essential information from the vast variety of trends. Information is provided on how scenarios are used as a holistic instrument for creating visions and pictures of the future, and how the results of trend research and scenario techniques find their way into entrepreneurial strategy development. An optimized strategy development process is also outlined. Practical examples and real-life pictures of the future round off the author's insightful discussion of future business planning.

Aken, Joan Ernst van ; Berends, Hans ; Bij, Hans van der

Problem-solving in organizations : a methodological handbook for business students. -

Cambridge : Cambridge University Press, 2008. - 183 p.

ISBN: 978-0-521-86976-8

Call n°: 360 AKE

This concise introduction to the methodology of Business Problem Solving (BPS) is an indispensable guide to the design and execution of practical projects in real organizational settings. The methodology is both result-oriented and theory-based, encouraging students to use the knowledge gained on their disciplinary courses, and showing them how to do so in a fuzzy, ambiguous and politically charged real life business context. The book provides in-depth discussion of the various steps in the process of business problem solving.

Rather than presenting the methodology as a recipe to be followed, the authors demonstrate how to adapt the approach to specific situations and to be flexible in scheduling the work at various steps in the process.

Finkelstein, Sydney ; Whitehead, Jo ; Campbell, Andrew

Think again : why good leaders make bad decisions and how to keep it from happening to you. - Boston : Harvard Business School Press, 2008. - 236 p.

ISBN: 978-1-4221-2612-7

Call n°: 360 FIN

Why do smart and experienced leaders make flawed, even catastrophic, decisions? Why do people keep believing they have made the right choice, even with the disastrous result staring them in the face? And how can you be sure you're making the right decision - without the benefit of hindsight?

The authors show how the usually beneficial processes of the human mind can become traps when we face big decisions. The authors show how the shortcuts our brains have learned to take over millennia of evolution can derail our decision making. This text offers a powerful model for making better decisions, describing the key red flags to watch for and detailing the decision-making safeguards we need.

Using examples from business, politics, and history, this book deconstructs bad decisions, as they unfolded in real time, to show how you can avoid the same fate.

Charan, Ram

Leadership in the era of economic uncertainty : the new rules for getting the right things done in difficult times. - New York : McGraw-Hill, 2009. - 138 p.

ISBN: 978-0-07-162616-3

Call n°: 370 CHA

Straight talk from the world's most influential consultant on how to survive and thrive during the global economic meltdown

Economic turbulence has arrived with a vengeance, and only companies that face it head-on at the beginning of this world-wide crisis will be the ones left standing once the dust clears. The author of this book traces the causes of this crisis, identifies the essential priorities managers need to focus on now, and offers clear guidelines for top executives and managers.

Hollander, Edwin P.

Inclusive leadership : the essential leader-follower relationship. - New York : Routledge, 2009. - 263 p.

ISBN: 978-0-805-86439-7

Call n°: 370 HOL

This book highlights the leader-follower relationship as central to effective leadership. It is a process of active followership emphasizing follower needs and expectations, with the guiding principle of "Doing things with people, not to people," in a two-way influence relationship. The book provides strong theoretical and empirical guidance for leadership development and includes many of the author's key original papers. Each is updated in a chapter with his new reflective commentary, including those on "Interdependence," "Women and Leadership," "Power and Leadership," "Legitimacy," "Ethical Challenges," "Idiosyncrasy Credit," and "Civil Liberties." Six new chapters begin with an "Overview of Inclusive Leadership," identifying distinctive concepts and practices, and an "Historical Background." There also are new chapters on such topics as "Applications," "Presidential Leadership," and "College and University Leadership." It concludes with "Lessons from Experience", a revealing "Afterword" on his career, and comprehensive Bibliography.

Riggio, Ronald E. (Ed.) ; Chaleff, Ira (Ed.) ; Lipman-Blumen, Jean (Ed.)

The art of followership : how great followers create great leaders and organizations. - San Francisco : Jossey-Bass, 2008. - 386 p.

ISBN: 978-0-7879-9665-9

Call n°: 370 RIG

This book puts dynamic leader-follower interaction at the forefront of discussion. It examines the multiple roles followers play and their often complex relationship to leaders. With contributions from leading scholars and practitioners from the burgeoning field of leadership/followership studies, this groundbreaking book outlines how followers contribute to effective leadership and to organizations overall.

The contributors include new models of followership and explore fresh perspectives on the contributions that followers make to groups, organizations, societies, and leaders. The book also explores the most current research on followership and includes insights and perspectives on the future of leader-follower relationships.

Billingham, Vicky

Project management : how to plan and deliver a successful project. - Abergele : Studymates, 2008. - 164 p.

ISBN: 978-1-84285-130-2

Call n°: 380 BIL

Who else needs to manage a project? Well frankly everyone working in the public or private sector. Yet how many of us get adequately trained in how to do it? This is where this book can help. Written by an experienced practitioner, what lies at the beating heart of this book is the structure of a strategy to ensure that every project is successful. It explains what is meant by the term project management, how to determine the viability of a business case, how to deliver the project to time and within budget, how to define key objectives, how to create a workable plan and the life-cycle of the business case.

4. Organisational behaviour and Personnel management

Budhwar, Pawan S. ; Bhatnagar, Jyotsna

The changing face of people management in India. - London : Routledge, 2009. - 308 p.

ISBN: 978-0-415-43187-3

Call n°: 410 BUD

India has been identified as one of the biggest emerging markets in the world. Indian organizations have increasingly begun to understand the importance of human resources and have started to take into account the motivation, commitment and morale of its workforce. Despite great advances in human resource practices in India, the relevant literature on this subject remains scarce. This book seeks to fill the critical gap in the literature by providing a thorough understanding of the changing face of Indian HRM systems.

Burke, Ronald J. ; Cooper, Cary L.

Building more effective organizations : HR management and performance in practice. - Cambridge : Cambridge University Press, 2008. - 385 p.

ISBN: 978-0-521-68852-9

Call n°: 410 BUR

Organizations today are facing heightened challenges in their efforts to perform effectively. These challenges are reflected in the failure of many long-standing organizations and the shortened tenure of senior level executives. There is increasing agreement that the unique competitive advantage organizations have today lies in their people, their human resource management practices and their cultures. All other elements of production can be readily obtained, bought or copied. We are now in the era of human capital; to be successful organizations need to unleash the talents of their people. Fortunately we now have considerable understanding of what high performing organizations look like. However, a large gap still exists between what we know and what managers actually do. With contributions from a team of leading academics and practitioners, this book provides an extensive survey of human resource management and the organizational practices associated with the high performance of individuals.

Erickson, Tamara J.

Plugged in : the generation Y guide to thriving at work. - Boston : Harvard Business School Publishing, 2008. - 278 p.

ISBN: 978-1-422-12060-6

Call n°: 410 ERI

They make up nearly one-third of all Americans living today. Born after 1980, they're now pouring into the work world with values, aspirations, and approaches that differ markedly from their parents - and coworkers. They're Generation Y.

In this book, the author shows Gen Y's how to use their own unique strengths to understand and influence their professional relationships, to figure out how they define "success," and to help them find their way in the changing workplace.

Filled with the author's extensive research into demographic trends and thoughtful insights, this book gives Gen Y's the information they crave to connect with the working world and to craft the lives they want.

Holbeche, Linda

Aligning human resources and business strategy. - Amsterdam : Elsevier, 2009. - 498 p.
2nd ed.

ISBN: 978-0-7506-8017-2

Call n°: 410 HOL

What difference can the aspiring HR strategist really make to business value? In this book, the author answers this question and provides the tools and insights to help HR managers and directors add value to the organization by implementing effective HR initiatives that are aligned to core business strategies. Featuring updated profiles and case studies from top HR strategists who have used their skills to deliver a variety of key business objectives, this book provides inspiration and guidance on how to apply the theory to challenges in your organization. Learn how you can strengthen and prove the relationship between people strategy and business success through your approach to performance and development and impress at the highest levels with this new edition of an HR classic.

Morley, Michael J. (Ed.) ; Heraty, Noreen (Ed.) ; Michailova, Snejjina (Ed.)

Managing human resources in Central and Eastern Europe. - London :

Routledge, 2009. - 317 p.

ISBN: 978-0-415-40561-4

Call n°: 410 MOR

Against the backdrop of ancient cultures, a communist legacy and eventual institutional atrophy, many of the societies of Central and Eastern Europe have pursued aggressive development trajectories since the early 1990s. This part of Europe is now characterized by a rising economic heterogeneity and a rapidly changing socio-cultural context, underscored by waves of restructuring, privatization, increasing foreign direct investment and an emerging individualism. However, while there has been a growing interest in the transition economies in the past number of years, until now, the contemporary nature of human resource management in these societies has not been well documented in book form.

This long-awaited text: - charts the contemporary landscape of HRM in this region; - describes key aspects of the transition process as experienced in each of the economies under consideration; - describes key legislative and labour market developments and reforms; - discusses key trends in HRM policy and practice.

Poelmans, Steven A. Y. ; Caligiuri, Paula

Harmonizing work, family, and personal life : from policy to practice. -

Cambridge : Cambridge University Press, 2008. - 605 p.

ISBN: 978-0-521-85869-4

Call n°: 410 POE

Organizations can no longer afford to assume that the ideal employee is male, full-time, and free from responsibilities outside work. As the percentage of women in the active work population rises, and the number of dual-income families grows, there is an ever greater demand for more flexible patterns of employment. This book examines the organizational challenges of introducing work-life policies and practices from both an individual and a managerial perspective. Drawing on a broad range of international case studies of companies where such policies have both succeeded and failed, it acts as a practical guide for policy design and implementation. This text will be essential reading for human resource practitioners, advanced students and academic researchers in the field of human resource management, organizational behavior, or career management.

Cameron, Sheila

The MBA handbook : skills for mastering management. - Harlow : Financial Times
Prentice Hall, 2008. - 481 p.

ISBN: 978-0-13-613873-0

Call n°: 411 CAM

This handbook is a solid support guide for students studying for their MBA, providing advice about the whole MBA process, including choosing a course and examining post-MBA job opportunities. It can be used either to support a specific study skills unit on the course or as student reference and support beyond the classroom - it therefore has a lot of value for distance-learning students.

Dainty, Paul ; Anderson, Moreen

The MBA companion. - Houndmills : Palgrave MacMillan, 2008. - 348 p.

ISBN: 978-1-4039-9885-9

Call n°: 411 DAI

This book offer undergraduates an innovative and highly designed one-stop print resource that provides essential information about the course they've chosen to study. It encourages the reader to think about study skills alongside the substantive content of the course, and offers guidance on module and career choices.

Delves Broughton, Philip

Ahead of the curve : two years at Harvard Business School. - New York :

Penguin, 2008. - 283 p.

ISBN: 978-1-59420-175-2

Call n°: 411 DEL

In the century since its founding, Harvard Business School has become the single most influential institution in global business. Twenty percent of the CEOs of Fortune 500 companies are HBS graduates, as are many of our savviest entrepreneurs (e.g., Michael Bloomberg) and canniest felons (e.g., Jeffrey Skilling). The top investment banks and brokerage houses routinely send their brightest young stars to HBS to groom them for future power. To these people and many others, a Harvard MBA is a golden ticket to the Olympian heights of American business.

In 2004, Philip Delves Broughton abandoned a post as Paris bureau chief of the London Daily Telegraph to join 900 other would-be tycoons on HBS's plush campus. Over the next two years, he and his classmates would be inundated with the best - and the rest - of American business culture, which HBS epitomizes. The core of the school's curriculum is the "case" - an analysis of a real business situation, from which the students must, with a professor's guidance, tease lessons. Broughton studied over 500 cases and recounts the most revelatory ones here. He also learns the surprising pleasures of accounting, the allure of "beta," the ingenious chicanery of leveraging, and innumerable other hidden workings of the business world, all of which he limns with a wry clarity reminiscent of Liar's Poker. He also exposes the less savory trappings of business school culture, from the "booze luge" to the pandemic obsession with PowerPoint to the specter of depression, which stalks too many overburdened students. With acute and often uproarious candor, he assesses the school's success at teaching the traits it extols as most important in business - leadership, decisiveness, ethical behavior, and work/life balance.

Moldoveanu, Mihnea C. ; Martin, Roger L.

The future of the MBA : designing the thinker of the future. - Oxford : Oxford University Press, 2008. - 142 p.

ISBN: 978-0-19-534014-3

Call n°: 411 MOL

The MBA is probably the hottest ticket among the current university graduate degree offerings--every year, more than 120,000 students enroll in MBA programs in the United States, and the estimates in Europe do not lag far behind. In addition, job prospects have never looked better for business school graduates; corporations are hiring more business school graduates every year, and compensating them more handsomely.

This book provides a sorely needed detailed and systematic review of the major contemporary debates on management education. At the same time, it makes a striking new proposal that will certainly have an impact in business schools: that managers need to develop a series of qualitative tacit skills which could be appropriately developed by integrative curricula brought from different disciplines, including sociology, philosophy, and other social sciences. The authors, both involved in the greatly respected integrative business education program at the Rothman School of Management, provide a guide on how to design a reliable integrated program for management students. One of the main assets of the book is that it relies not just on speculative thinking, but on real life experience, and that it also includes case studies that will appeal to practicing managers.

Quick, James Campbell

Managing executive health : personal and corporate strategies for sustained success. - Cambridge : Cambridge University Press, 2008. - 237 p.

ISBN: 978-0-521-68864-2

Call n°: 420 QUI

The health of managers, executives, and business leaders has a massive impact on the performance and prospects of modern organizations. If health problems are not tackled, people become less productive, less effective, and more destructive. It is clear that business leaders and human resource professionals cannot afford to ignore the impact of work-related health issues on company performance. Yet even acknowledging this fact still leaves us with a choice over how to proceed. Should we try to minimize those risks that typically lead to health problems or seek to strengthen executive health? While recognising that identifying health risks is the first step in any preventive health program, this book argues for a positive approach, which emphasizes physical vigour, psychological well-being, spiritual vitality, and ethical integrity. Key issues are illustrated throughout with case studies of high-profile figures from the worlds of business and politics.

Bersin, Josh

The training measurement book : best practices, proven methodologies, and practical approaches. - San Francisco : Pfeiffer, 2008. - 258 p.

ISBN: 978-0-7879-7544-9

Call n°: 440 BER

This book offers managers, executives, and training and human resource professionals a method for measuring their investments in a way that provides information that is both actionable, credible, and meaningful to corporate leaders. Using the methods outlined in this important resource, you can free yourself from traditional, often cumbersome measurement models and put in place pragmatic, useful, and easy-to-implement approaches for measuring training activities.

Scharmer, Claus Otto

Theory U : leading from the future as it emerges : the social technology of presencing. - San Francisco : Berrett-Koehler Publishers, 2009. - 533 p.

ISBN: 978-1-57675-763-5

Call n°: 810 SCH

We live in a time of massive institutional failure, one that requires a new consciousness and a new collective leadership capacity. In this book the author invites us to see the world in new ways and in so doing discover a revolutionary approach to leadership. What we pay attention to, and how we pay attention both individually and collectively is key to what we create. What often prevents us from attending or 'being present,' is what the author calls our blind spot, the inner place from which each of us operates. Learning to become aware of our blind spot is critical to bringing forth the profound systemic changes so needed in business and society today.

Chmiel, Nik (Ed.)

An introduction to work and organizational psychology : a European perspective. - Malden : Blackwell Publishing, 2008. - 566 p.

2nd ed.

ISBN: 978-1-4051-3276-3

Call n°: 820 CHM

This fully updated edition of a best-selling textbook continues to provide the most comprehensive European introduction to issues in work and organisational psychology for those with no prior knowledge of the field.

This book presents a solid foundation on a range of core topics including working with technology, human performance, and the virtual organization. Updated throughout to include recently emerging themes and current views in the field. Improved instructor and student support includes key studies, research close-ups, discussion points and three extensive case studies.

Conway, Steve ; Steward, Fred

Managing and shaping innovation. - Oxford : Oxford University Press, 2009. - 478 p.

ISBN: 978-0-19-926226-7

Call n°: 820 CON

This book enables students to understand the theories of innovation and to appreciate technological change and the management of innovation in organisations. The presentation and discussion of the theory and research in the book equips the reader with a solid academic underpinning and the illustration and cases in each chapter apply the theory in a real world context. The broad coverage includes the typical topics found on innovation management modules and also gives explicit attention to developing areas such as social networking. The network perspective included in the text is just one example of the analytical approach the authors take.

Cooper, Cary L. (Ed.) ; Barling, Julian (Ed.)

The Sage handbook of organizational behavior : volume 1 : micro approaches. - Los Angeles : Sage Publications, 2008. - 749 p.

ISBN: 978-1-4129-2385-9

Call n°: 820 COO

This handbook brings together an impressive collection of international contributions on micro research in organizational behavior. Focusing on core micro organizational behavior issues, chapters cover key themes such as individual and group behaviour.

The volume 1 provides readers with an insightful and wide reaching survey of the current state of the field and is an indispensable road map to the subject area.

Cooper, Cary L. (Ed.) ; Clegg, Stewart R. (Ed.)

The Sage handbook of organizational behavior : volume 2 : macro

approaches. - Los Angeles : Sage Publications, 2008. - 518 p.

ISBN: 978-1-4129-3427-5

Call n°: 820 COO

This handbook brings together an impressive collection of international contributions on micro research in organizational behavior. Focusing on core micro organizational behavior issues, chapters cover key themes such as individual and group behaviour.

The volume 2 provides readers with an insightful and wide reaching survey of the current state of the field and is an indispensable road map to the subject area.

Galbraith, Jay R.

Designing matrix organizations that actually work : how IBM, Procter and

Gamble, and others design for success. - San Francisco : Jossey-Bass Publishers, 2009. - 258 p.

ISBN: 978-0-470-31631-3

Call n°: 820 GAL

Organization structures do not fail, says the author, but management fails at implementing them correctly. This is why, he explains, the idea that the matrix does not work still exists today, even among people who should know better. But the matrix has become a necessary form of organization in today's business environment. Companies now know that if they have multiple product lines, do business in multiple countries, and serve many customer segments through a variety of channels, there is no way they can avoid some kind of a matrix structure and the question most are asking is "How do we learn how to operate the matrix effectively?". In this book, the author answers this and other questions as he shows how to make a matrix work effectively.

Kilduff, Martin ; Krackhardt, David

Interpersonal networks in organizations : cognition, personality, dynamics,

and culture. - Cambridge : Cambridge University Press, 2008. - 310 p.

ISBN: 978-0-521-68558-0

Call n°: 820 KIL

This book brings a social networks perspective to bear on topics of leadership, decision-making, turnover, organizational crises, organizational culture, and other major organizational behavior topics. It offers a new direction for organizational behavior theory and research by drawing from social network ideas. Across diverse research topics, the authors pursue an integrated focus on social ties both as they are represented in the cognitions of individuals and as they operate as constraints and opportunities in organizational settings. The authors bring their 20 years worth of research experience together to provide a programmatic social network approach to understanding the internal functioning of organizations. By focusing a distinctive research lens on interpersonal networks, they attempt to discover the keys to the whole realm of organizational behavior through the social network approach.

Panteli, Niki (Ed.) ; Chiasson, Mike (Ed.)

Exploring virtuality within and beyond organizations : social, global, and local dimensions. - Houndmills : Palgrave MacMillan, 2008. - 294 p.

ISBN: 978-0-230-20128-6

Call n°: 820 PAN

This book argues that there has been a limited conceptualization of virtuality and its implications on the management of organizations. Based on illustrative cases, empirical studies, and theorizing on virtuality, it goes beyond the simple comparison between the virtual and the traditional to explore the different types, dimensions, and perspectives of virtuality.

Peterson, Mark F. (Ed.) ; Soendergaard, Mikael (Ed.)

Foundations of cross cultural management : volume 1. - Los Angeles : Sage Publications, 2008. - 312 p.

ISBN: 978-1-84787-348-4

Call n°: 820 PET

International studies of cultures and organizations continue to increase in significance. This set of 4 books gives researchers and academics access to classic works underlying current controversies in international organization studies. Scholars in this field require an understanding of the background readings of current work which can only be attained by being exposed to key publications in anthropology, economics, sociology and psychology. They also require exposure to influential early publications that have particularly focused on cross cultural and international issues in management. In short, this major will provide ready access to classic and contemporary materials that provide people interested in international organization studies and cross cultural management with the insight to understand current developments.

Peterson, Mark F. (Ed.) ; Soendergaard, Mikael (Ed.)

Foundations of cross cultural management : volume 2. - Los Angeles : Sage Publications, 2008. - 314 p.

ISBN: 978-1-84787-348-4

Call n°: 820 PET

International studies of cultures and organizations continue to increase in significance. This set of 4 books gives researchers and academics access to classic works underlying current controversies in international organization studies. Scholars in this field require an understanding of the background readings of current work which can only be attained by being exposed to key publications in anthropology, economics, sociology and psychology. They also require exposure to influential early publications that have particularly focused on cross cultural and international issues in management. In short, this major will provide ready access to classic and contemporary materials that provide people interested in international organization studies and cross cultural management with the insight to understand current developments.

Peterson, Mark F. (Ed.) ; Soendergaard, Mikael (Ed.)

Foundations of cross cultural management : volume 3. - Los Angeles : Sage Publications, 2008. - 309 p.

ISBN: 978-1-84787-348-4

Call n°: 820 PET

International studies of cultures and organizations continue to increase in significance. This set of 4 books gives researchers and academics access to classic works underlying

current controversies in international organization studies. Scholars in this field require an understanding of the background readings of current work which can only be attained by being exposed to key publications in anthropology, economics, sociology and psychology. They also require exposure to influential early publications that have particularly focused on cross cultural and international issues in management. In short, this major will provide ready access to classic and contemporary materials that provide people interested in international organization studies and cross cultural management with the insight to understand current developments.

Peterson, Mark F. (Ed.) ; Soendergaard, Mikael (Ed.)

Foundations of cross cultural management : volume 4. - Los Angeles : Sage Publications, 2008. - 489 p.

ISBN: 978-1-84787-348-4

Call n°: 820 PET

International studies of cultures and organizations continue to increase in significance. This set of 4 books gives researchers and academics access to classic works underlying current controversies in international organization studies. Scholars in this field require an understanding of the background readings of current work which can only be attained by being exposed to key publications in anthropology, economics, sociology and psychology. They also require exposure to influential early publications that have particularly focused on cross cultural and international issues in management. In short, this major will provide ready access to classic and contemporary materials that provide people interested in international organization studies and cross cultural management with the insight to understand current developments.

Powell, Walter W. (Ed.) ; DiMaggio, Paul J. (Ed.)

The new institutionalism in organizational analysis. - Chicago : University of Chicago Press, 1991. - 478 p.

ISBN: 978-0-226-67709-5

Call n°: 820 POW

In their introduction, the editors discuss points of convergence and disagreement with institutionally oriented research in economics and political science, and locate the "institutional" approach in relation to major developments in contemporary sociological theory. Several chapters consolidate the theoretical advances of the past decade, identify and clarify the paradigm's key ambiguities, and push the theoretical agenda in novel ways by developing sophisticated arguments about the linkage between institutional patterns and forms of social structure. The empirical studies that follow - involving such diverse topics as mental health clinics, art museums, large corporations, civil-service systems, and national polities - illustrate the explanatory power of institutional theory in the analysis of organizational change.

Flamholtz, Eric G. ; Randle, Yvonne

Leading strategic change : bridging theory and practices. - Cambridge : Cambridge University Press, 2008. - 266 p.

ISBN: 978-0-521-84947-0

Call n°: 821 FLA

Why do some companies continue to be successful while others experience difficulties and even failure? In this book, the authors demonstrate that the key to long-term organizational success is the ability to adapt to and manage different types of change. Drawing on over 30 years' consultancy experience within major firms, they combine theoretical and practical

models of organizational change, together with a new theory of leadership, to build a framework for understanding, planning, and leading change. The scope and value of this framework is then shown in relation to nine real-world case studies, ranging from relatively small companies (IndyMac Bank, Infogix) to large multinationals (Starbucks, Westfield). The focus throughout is to provide practical guidance to those concerned with managing and leading change in organizations.

Ridderstrale, Jonas ; Wilcox, Mark

Re-energizing the corporation : how leaders make change happen. - San Francisco : Jossey-Bass Publishers, 2008. - 204 p.

ISBN: 978-0-470-51921-9

Call n°: 821 RID

Change is a fact of life. It's inescapable. The choice is yours: reduce or produce change. In truth, there's only one choice. This book aims to shake organizations out of their all too common torpor. It is built on the groundbreaking 3e leadership model which makes sense of the three Es of Envisioning, Engaging and Executing. By understanding and following the model, you will be able to create compelling pictures of the future of your organization; build a following of individuals committed to getting the vision into reality; and maximize team performance to deliver on your dream.

Belasen, Alan T.

The theory and practice of corporate communication : a competing values perspective. - Los Angeles : Sage Publications, 2008. - 269 p.

ISBN: 978-1-4129-5035-0

Call n°: 842 BEL

This book offers an integrative approach to corporate communication. The author covers theoretical aspects and uses practical examples and case applications to illustrate the broader, strategic view of the field of corporate communication. The book draws on an adaptation of the Competing Values Framework to provide a fuller and more coherent view of corporate communication in which a dynamic interplay of complementary and often competing message orientations takes place.

As an organizing schema, the Competing Values Framework for Corporate Communication (CVFCC) helps capture the richness, complexity, and interdependence of communication approaches (e.g., rationalistic, humanistic), functions (e.g., media relations, employee relations, government relations, investor relations), managerial roles (e.g., broker, director, mentor, innovator), and organizational stakeholders (e.g., employees, customers, regulators, investors, reporters). As a practical approach, it enables corporate communication executives and professionals to operate under the burden of contradictory and often inconsistent expectations coming from diverse constituencies. Responding to these expectations is vital for building a strong identity and sustaining a credible organizational image.

The CVFCC brings the whole (corporate communication) and parts (marketing communication, financial communication, organizational communication, management communication) into a more sophisticated theoretical treatment of corporate communication that goes beyond merely discussing "best practices."

5. Production and Operations management

Grichnik, Kaj ; Winkler, Conrad ; Rothfeder, Jeffrey

Make or break : how manufacturers can leap from decline to revitalization. -

New York : McGraw-Hill, 2008. - 212 p.

ISBN: 978-0-07-150830-8

Call n°: 510 GRI

Manufacturing is once again at the top of corporate agendas in the U.S. and Europe. This book examines the flaws of Lean and Six Sigma, and demonstrates how businesses can revolutionize their manufacturing practices to create growth, transform plant operations, and heal fragmented supply chains.

Samson, Danny (Ed.) ; Singh, Prakash J. (Ed.)

Operations management : an integrated approach. - Cambridge : Cambridge

University Press, 2008. - 550 p.

ISBN: 978-0-521-70077-1

Call n°: 510 SAM

This book provides a state-of-the-art account of the systems, processes, people and technology that determine an organisation's strategy and success. With contributions from leading experts internationally, the text takes a comprehensive, comparative, and best-practice approach and applies this specifically to the Asia-Pacific region. This book is replete with pedagogical features – figures and tables, discussion exercises, 'Learnings from the Internet', and a diversity of long and short case studies from around the world. Students are taken on a seamless journey from the fundamentals of operations management, through to the multiple approaches, the various innovations, challenges and risks, and ultimately to models of sustainability and evaluative tools and techniques.

Mital, Anil

Product development : a structured approach to consumer product

development, design, and manufacture. - Amsterdam : Elsevier, 2008. - 425 p.

ISBN: 978-0-7506-8309-8

Call n°: 520 MIT

Design and manufacture of new products has always been a team effort; but lately the team has been expanding. No longer can companies afford to keep the product design team working in isolation from the production and manufacturing team, not to mention the financial and accounting team. For today's product development team has to comprise an integrated group of professionals working from the very beginning of new product planning on through design creation and design review and then on to manufacturing planning and cost accounting. Even when a product is conceived and goes into preliminary design, thought must be given to how easily or not it will be manufactured, how difficult or not it will be to assemble and disassemble for the end-use-customer and how much it will cost in materials, production and maintenance.

This text covers product development from initial product concept and engineering design to design specs, manufacturability and product marketing. It reviews the precepts of Product design in a step-by-step structured process, helps the reader to understand the connection between initial design and interim and final design, including design review and materials selection and offers insight into roles played by product functionality, ease-of-assembly, maintenance and durability, and their interaction with cost estimation and manufacturability.

Schonberger, Richard J.

Best practices in lean six sigma process improvement : a deeper look. -

Hoboken : J. Wiley and Sons, 2008. - 290 p.

ISBN: 978-0-470-16886-8

Call n°: 530 SCH

Among the most effective and robust improvement methodologies in the business world today, lean and six sigma offer sharp managers invaluable strategies and methods for achieving corporate goals. But the concepts behind lean six sigma, by now well-known, have proven highly susceptible to cherry-picking and avoiding difficult but higher-payoff elements.

This text takes a deeper look at this high-potential science of success. Pitfalls and hidden opportunities are explained in simple terms that can help managers steer their companies' process improvement efforts toward sustained advantage in this era of global hypercompetition. This guide reveals invaluable benchmark data and guidance, prominently including long-term "leanness" data for over 1400 companies in thirty-six countries across thirty-three industrial sectors.

This book provides the big picture and the details on what your corporation needs to succeed, including: - Proven pathways to lean in addition to those of the well-known "lean core"; - How to re-energize the continuous, everyone-involved side of process improvement—as a potent complement to six sigma-based projects; - Designs for plants, production flow, and jobs that maximize human involvement in best practice methodologies; - What manufacturers should be learning from retailers and distributors about managing the supply pipelines; - Making process data primal and numeric goal setting secondary as driving forces for improvement; - Large numbers of graphs contrasting strong and weak performance of many well-known companies; - Unique business models that some of the world's most innovative companies are using effectively to achieve customer-centric results even as they reach out globally.

Fernie, John ; Sparks, Leigh

Logistics and retail management : emerging issues and new challenges in the retail supply chain. - London : Kogan Page, 2009. - 284 p.

3rd ed.

ISBN: 978-0-7494-5407-4

Call n°: 540 FER

This book brings together well-known academics and practitioners, who share their research, ideas and experience of current thinking on supply chain management in retail. Reflecting the changing dimensions of retail supply chains and logistics, the third edition includes new chapters on availability and environmental issues combined with substantially revised chapters on other topics.

Dodgson, Mark ; Gann, David ; Salter, Ammon

The management of technological innovation : strategy and practice. - Oxford : Oxford University Press, 2008. - 373 p.

ISBN: 978-0-19-920853-1

Call n°: 560 DOD

The Management of Technological Innovation (MTI) is one of the most important challenges facing businesses today. Innovation has become the fundamental driver of competitiveness for firms of all sizes in virtually all business sectors and nations. This edition combines the most relevant theoretical analysis with contemporary and historical empirical evidence to provide a comprehensive, yet concise and readable, guide to the challenges of MTI. By explaining the innovation process the book reveals the broad

scope of MTI and its importance for company survival, growth and sustainability. It describes how MTI has to be managed strategically and how this is successfully achieved by formulating and implementing strategy and delivering value. Chapters provide frameworks, tools and techniques, and case studies on managing: innovation strategy, communities, and networks, R&D, design and new product and service development, operations and production, and commercialization. Based on robust analysis, the book provides a wide range of empirical evidence from a huge diversity of case studies, with around fifty case studies newly written for this edition. It analyses MTI in all parts of the world, in companies large and small, and in services, manufacturing, and resource-based business sectors.

Westland, J. Christopher

Global innovation management : a strategic approach. - Houndmills : Palgrave MacMillan, 2008. - 383 p.
ISBN: 978-0-230-52491-0

Call n°: 560 WES

Innovation has become the 21st century's industrial religion, and successful innovation and management are essential for a company's productivity. This textbook provides a step-by-step guide to understanding, motivating and managing creative people, and offers methods for composing business models and competitive strategies to maximize return.

Gassmann, Oliver ; Reepmeyer, Gerrit ; Zedtwitz, Maximilian von

Leading pharmaceutical innovation : trends and drivers for growth in the pharmaceutical industry. - Berlin : Springer, 2008. - 186 p.

2nd ed.

ISBN: 978-3-540-77635-2

Call n°: 570 GAS

Pharmaceutical giants have doubled their investments in drug development in the past decade only to see new drug approvals remain constant. This book investigates and highlights a set of proactive strategies aimed at generating sustainable competitive advantage based on value-generating business practices. It focuses on three sources of pharmaceutical innovation: new management methods in the drug development pipeline, new technologies as enablers for cutting-edge R&D, and new forms of cooperation and internationalization, such as open innovation in the early phases of R&D. The findings are illustrated by cases from Europe, the US, and Asia.

Boutellier, Roman ; Gassmann, Oliver ; Zedtwitz, Maximilian von

Managing global innovation : uncovering the secrets of future competitiveness. - Berlin : Springer, 2008. - 807 p.

3rd ed.

ISBN: 978-3-540-25441-6

Call n°: 590 BOU

Based on empirical research with hundreds of R&D executives from more than 80 companies and 1000 R&D laboratories, the authors present new concepts and trends in global R&D management. Case studies from 22 best-practice companies illustrate how to put these concepts into practice. Adding new examples and management models, this third edition has been completely revised and updated incorporating emerging themes in R&D such as intellectual property management, innovation in China and India, technology listening posts, and leading R&D centers.

6. Marketing

Aaker, David A.

Spanning silos : the new CMO imperative. - Boston : Harvard Business School Press, 2008. - 216 p.

ISBN: 978-1-4221-2876-3

Call n°: 610 AAK

Powerful product, country, and functional silos are jeopardizing companies' marketing efforts. Because of silos, firms misallocate resources, send inconsistent messages to the marketplace, and fail to leverage scale economies and successes - all of which can threaten a company's survival.

As the author shows in this book, the unfettered decentralization that produces silos is no longer feasible in today's marketplace. It's up to chief marketing officers to break down silo walls to foster cooperation and synergy.

This isn't easy: silo teams guard their autonomy vigorously. As proof of their power, consider the fact that the average CMO tenure is just twenty-three months. How to proceed? Drawing on interviews with CMOs, Aaker explains how to: - Strength your credibility with silo teams and your CEO; - Use cross-functional teams and other strategic linking devices; - Foster communication across silos; - Select the right CMO role-- from facilitator to strategic captain; - Develop common planning processes; - Adapt your brand strategy to silo units; - Allocate marketing dollars strategically across silos; - Develop silo-spanning marketing programs.

In this age of dynamic markets, new media, and globalization, getting the different parts of your organization to collaborate is more critical--and more difficult--than ever. This book gives you the road map you need to accomplish that feat.

Homburg, Christian ; Kuester, Sabine ; Krohmer, Harley

Marketing management : a contemporary perspective. - London : McGraw-Hill, 2009. - 642 p.

ISBN: 978-0-07-11724-5

Call n°: 610 HOM

In this book, the authors combine their experience as researchers and industry consultants to provide the conceptual and theoretical underpinning of marketing and empirical research, helping students to understand how marketing concepts can be applied and implemented. The book covers a full range of industries including business-to-customer, business-to-business, services marketing, retailing and international marketing from companies around the globe.

Jackson, Tim ; Shaw, David

Fashion marketing. - Houndmills : Palgrave MacMillan, 2009. - 376 p.

ISBN: 978-1-4039-1902-1

Call n°: 610 JAC

This book combines contemporary marketing theory with analysis of operational marketing practice within the fashion industry. It contains the views of key practitioners and much original case study material from leading fashion organisations, providing unique insights into the reality of fashion marketing.

Lovelock, Christopher H. ; Wirtz, Jochen ; Chew, Patricia

Essentials of services marketing. - Singapore : Prentice Hall, 2009. - 567 p.

ISBN: 978-981-06-7995-8

Call n°: 610 LOV

This introductory services marketing textbook offers :

- 1. Full-colour visual learning aids that promote the comprehension and recalling of salient points.*
- 2. A broad selection of international case studies from US, Europe and Asia that helps students relate to services marketing and provides them with a global perspective.*
- 3. Expressed theories and concepts in a simple and clear language to aid students understanding.*
- 4. Furnished professors with teaching tools that complement the text to make teaching and assessment easier.*

Young, Laurie

Marketing the professional services firm : applying the principles and the science of marketing to the professions. - Chichester : J. Wiley and Sons, 2008. -

417 p.

ISBN: 978-0-470-01173-7

Call n°: 610 YOU

Professional services are estimated to be worth up to \$700 billion worldwide, but as the market matures there is an urgent need for new marketing thinking for global players or small businesses alike. This book applies the core principles of strategic marketing to professional services for the first time, in an approach that is at once accessible and compelling. With case studies from a range of companies including J. Walter Thompson, market research companies, the big four accounting firms, Headhunters, Interbrand and large US legal firms, it is intended to become the definitive book for effective strategic marketing in professional services.

Ryan, Damian ; Jones, Calvin

Understanding digital marketing : marketing strategies for engaging the digital generation. - London : Kogan Page, 2009. - 276 p.

ISBN: 978-0-7494-5389-3

Call n°: 620 RYA

The world of digital media is changing at a phenomenal pace. Constantly evolving technologies, and their evolving uses, are transforming how we access information and how we interact and communicate with one another on a global scale.

This book looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. The book shows readers, in a practical and comprehensive way, how to harness the power of digital media and use it to achieve the utmost success for their businesses. It explains how to choose online marketing channels in order to get products and services to market. It explores in detail such areas as search marketing, affiliate marketing, e-mail marketing, creative online executions, and digital marketing strategies.

Including real-world examples of digital marketing successes and expert opinions, this text will give readers the tools to utilize the power of the internet to take their businesses wherever they want them to go.

Buckingham, Ian P.

Brand engagement : how employees make or break brands. - Houndmills : Palgrave MacMillan, 2008. - 221 p.

ISBN: 978-0-230-57306-2

Call n°: 640 BUC

This book sets out to prove that individuals within organizations, who are committed to winning the brand war, should focus most of their time on ensuring that their people are authentically engaged with the brand. It provides a clear road map to the elusive art of employee engagement, case studies to lead the way, and tools and techniques for anyone in the role of communicator.

East, Robert ; Wright, Malcolm ; Vanhuele, Marc

Consumer behaviour : applications in marketing. - Los Angeles : Sage

Publications, 2008. - 334 p.

ISBN: 978-1-4129-3431-2

Call n°: 641 EAS

This book helps readers to develop analytical and evidence-based thinking in marketing and avoid more formulaic approaches that lack the support of research. It covers important material that is often missing in consumer behaviour texts. For example, whole chapters are devoted to brand loyalty, brand equity, biases in decision-making, word of mouth, the response to price and the effect of advertising. Shorter reviews cover evidence on topics such as loyalty programmes, the response to delay and retail atmospherics. Chapters are quite short and divided into sections. Each chapter contains exercises designed to draw out key ideas and consolidate understanding, and there are suggestions for further reading.

Engeseth, Stefan

One : a consumer revolution for business. - London : Marshall Cavendish, 2008. - 204 p.

ISBN: 978-0-462-09941-5

Call n°: 641 ENG

The power of the consumer is stronger than ever. Yet, the gap between what a company promises and what consumers experience has never been greater. If companies are to survive and grow in this age of the consumer, drastic action is needed.

The author argues that companies must change impersonal environments into ones designed to interact with customers. Companies must let customers into the process of creating new products and services, and even into marketing and selling. Why not invite customers to the next board or management meeting? Already, companies such as eBay, Amazon, and Procter & Gamble are making millions by working with – instead of against – consumer power.

This book offers tools, methods and the inspiration to bring customers closer to the company. It will radically change the way managers view customers and the way the company relates to them.

Fisk, Peter

Customer genius : becoming a customer-centric business. - Chichester :
Capstone, 2009. - 394 p.

ISBN: 978-1-841-12788-0

Call n°: 641 FIS

Customers are now in control of our markets, demanding that we do business on their terms. Their expectations are high, and loyalty is rare. They are individual and emotional, well-informed and highly organized. They know what they want, and only accept the best. Customers are the lifeblood of organizations, increasingly the most valuable assets. Products are commoditized and capabilities can be sourced. Insights and relationships are your competitive advantage. This requires you to think more holistically, and act differently. 10 building blocks, 30 practical tools, 50 inspirational stories. From Amazon to Banyan Tree, Quintessentially to Zipcars, explore 50 of the world's leading customer businesses. The rise of Air Asia, and the collaboration of Boeing; the segmented focus of Club Med, and the customer vision of Disney; the imagination of Camper, and the desire for the Nintendo Wii; the realism of Dove, and the tribal loyalty of Harley Davidson. The 'genius' of a customer-centric business is that it works from the outside in. It attracts, serves and retains the best customers as its route to profitability and growth. Isn't it about time you started doing business from the outside in?

Genius = intelligence + imagination = extraordinary results

Prandelli, Emanuela ; Sawhney, Mohanbir ; Verona, Gianmario

Collaborating with customers to innovate : conceiving and marketing products in the networking age. - Cheltenham : E. Elgar Publishing, 2008. - 161 p.

ISBN: 978-1-84720-373-1

Call n°: 641 PRA

This book explores the collaborative potential offered by customers in digital environments to enhance the effectiveness of new product development. The internet has created the problem of an increasing need for innovation in a context where information is transparent, competitors are just one click away, and product lifecycles are shrinking. However, as the book demonstrates, the internet also provides the solution - enabling new forms of value creation with customers and an efficient way to harness distributed competences. Specifically, the authors highlight the role that digital environments play in allowing firms to engage customers in product design and testing. They develop a major review of web-based tools for marketing interaction and then explore the opportunities for sustaining innovation through collaboration beyond the customer-firm relationship. The book enriches an important debate in management and in academia on the new product development process. It encompasses marketing approaches and is sharply focused on the opportunities that digital technologies have created for involving customers in collaborative innovation, and actionable recommendations for putting collaborative innovation to work.

Fletcher, Winston

Powers of persuasion : the inside story of British advertising: 1951-2000. -
Oxford : Oxford University Press, 2008. - 288 p.

ISBN: 978-0-19-922801-0

Call n°: 650 FLE

During the second half of the 20th century advertising in Britain led the world. In those years advertising boosted economic growth and peoples' affluence. It reached its peak as a proportion of the Gross National Product and increasingly came to touch upon almost every aspect of every individual's life. At the same time the advertising industry was frequently under siege, as politicians, pressure groups, and others constantly sought to

restrain its influence--and often succeeded.

Yet no history of British advertising covering this heady period has previously been published. During the 1970s and 1980s British advertising creativity led the world. But this book is not just about advertisements-- it is about advertising. In the second half of the last century Britain was also a world leader in setting industry benchmarks--innovating the disciplines of account planning and market research, setting the standard for public service advertising, launching global advertising awards festivals, introducing the best system of advertising regulation, setting up the world's largest advertising archive, and the most comprehensive on-line advertising research databank in the world. All these were the keystones on which British creativity was build. Simultaneously, British advertising companies--particularly Saatchi & Saatchi and WPP--took their place among the world's greatest.

This text tells the authoritative story of this dynamic, exhilarating era, with pen portraits of the personalities involved, anecdotes, case histories, and essential data.

Finne, Sami ; Sivonen, Hanna

The retail value chain : how to gain competitive advantage through efficient consumer response (ECR) strategies. - London : Kogan Page, 2009. - 368 p.

ISBN: 978-0-7494-5456-2

Call n°: 670 FIN

The internationalization and consolidation of retailing is turning the traditional retail industry on its head. International purchasing, fast and efficient operational models and new technologies constantly challenge retailers. Real price competition is just beginning. This book analyzes the changes in the retail industry and the strategic options now open to companies. The book describes the key concepts of Efficient Consumer Response (ECR) and provides several illustrative cases to demonstrate the results.

This book explores the following topics:

- *Why have hard discounters succeeded in many markets?*
- *What are the key success factors of premium retailing?*
- *How can traditional retailing respond to competition from new entrants?*
- *How will private labels change product development processes and the balance of power in the retail value chain?*
- *How can different manufacturers benefit from ECR-collaboration?*
- *How do retailers share and use information in collaboration with manufacturers?*
- *How will new technologies change the retail value chain?*

Jamail, Nathan

The sales leaders playbook. - Frisco :Scooter Publishing, 2008. - 152 p.

ISBN: 987-0-9817789-0-7

Call n°: 680 JAM

Success in sales takes talent, skills, discipline, practice, and most importantly, honesty with a genuine concern for the client. Most sales leaders know what to do; they just do not know how to make it real for their organisation. This barrier keeps them mediocre at best. Experienced sales professional and entrepreneur, the author has developed a playbook of techniques and best practices, which have allowed hundreds of sales teams to find success in their selling.

7. Finance and Accounting

Davies, Howard ; Green, David

Global financial regulation : the essential guide. - Cambridge : Polity Press, 2008. - 289 p.

ISBN: 978-0-7456-4350-2

Call n°: 720 DAV

As international financial markets have become more complex, so has the regulatory system which oversees them. The Basel Committee is just one of a plethora of international bodies and groupings which now set standards for financial activity around the world, in the interests of protecting savers and investors and maintaining financial stability. These groupings, and their decisions, have a major impact on markets in developed and developing countries, and on competition between financial firms. Yet their workings are shrouded in mystery, and their legitimacy is uncertain.

This guide to the international system will be invaluable for regulators, financial market practitioners and for students of the global financial system, wherever they are located.

The book identifies weaknesses in a system faced with new types of institutions such as hedge funds and private equity, as well as the growth in importance of major developing countries, who have been excluded so far from the key decision - making fora. It will be essential reading for all those interested in the development of financial markets and the way they are regulated.

Nour, David

The entrepreneur's guide to raising capital. - Westport : Praeger Publishers, 2009. - 188 p.

ISBN: 978-0-313-35602-5

Call n°: 720 NOU

This book shows how to raise the right amount of money from the right source for each phase in a new company's growth cycle. Ask any established business owner to identify his or her toughest challenge when just starting out, and you'll likely get this answer: raising capital. Most aspiring entrepreneurs know far too little about the sources of money that can help start a business or fuel its growth. Where do you get capital? What are investors looking for? How do you ask for money in a way that gets results? This book answers these and many other critical questions. Even more important, the author shows how to develop long-term relationships with financial partners - the people who can help keep a business humming throughout its life. This book provides real-life, pragmatic advice from entrepreneurs who have raised money from friends, family, angel investors, and banks, as well as institutional investors such as venture capitalists and private equity firms. It details the process from start to finish while highlighting the danger spots and ways to avoid them. It will be especially useful to those who are uncomfortable making important financial decisions, and to those who are confused by all the conflicting opinions offered by advisors - both well meaning and otherwise. By showing readers the financing ropes, the author removes a major source of stress for budding entrepreneurs and moves them closer to their dream come true: a successful business.

Rochet, Jean-Charles

Why are there so many banking crises? : the politics and policy of bank regulation. - Princeton : Princeton University Press, 2008. - 308 p.

ISBN: 978-0-691-13146-7

Call n°: 720 ROC

Almost every country in the world has sophisticated systems to prevent banking crises. Yet such crises - and the massive financial and social damage they can cause - remain common throughout the world. Does deposit insurance encourage depositors and bankers to take excessive risks? Are banking regulations poorly designed? Or are banking regulators incompetent? The author argues that the answer in each case is "no." In this book, he makes the case that, although many banking crises are precipitated by financial deregulation and globalization, political interference often causes - and almost always exacerbates - banking crises. If, for example, political authorities are allowed to pressure banking regulators into bailing out banks that should be allowed to fail, then regulation will lack credibility and market discipline won't work. Only by insuring the independence of banking regulators, the author says, can market forces work and banking crises be prevented and minimized. In this important collection of essays, the author examines the causes of banking crises around the world in recent decades, focusing on the lender of last resort; prudential regulation and the management of risk; and solvency regulations. His proposals for reforms that could limit the frequency and severity of banking crises should interest a wide range of academic economists and those working for central and private banks and financial services authorities.

Thompson, Richard

Real venture capital : building international businesses. - Houndmills : Palgrave MacMillan, 2008. - 225 p.

ISBN: 978-0-230-20222-1

Call n°: 720 THO

This book argues the case for building international businesses through the combined provision of genuine help, expertise and finance, rather than just finance. A principal theme of the book is a plea for real venture capital, with the venture capitalist adding substantial value to companies and their founders through a wide knowledge of business, in contrast to the purely financial skills required in other sectors of the private equity field, such as leveraged buy-outs.

Hillier, David ; Grinblatt, Mark ; Titman, Sheridan

Financial markets and corporate strategy. - London : McGraw-Hill, 2008. - 915 p.

ISBN: 978-0-07-711902-7

Call n°: 730 GRI

This new European edition of this text offers clear and practical coverage of financial markets and corporate strategy, across the current international context. Features of this edition include: increased mathematical rigour and new mathematical appendices; coverage of European institutions, markets and systems; and, discussion and comparison of international markets and global capital markets. European and international examples provided throughout the book, anchoring the theory to real-world practice.

Jenner, Stephen

Realising benefits from government ICT investment - a fool's errand?. -

Reading : Academic Publishing, 2009. - 150 p.

ISBN: 978- 1-906638-26-9

Call n°: 730 JEN

This book provides guidance and methods on ICT (information and communication technologies) project value realisation in the public sector.

Fabozzi, Frank J. ; Kothari, Vinod

Introduction to securitization. - Hoboken : J. Wiley and Sons, 2008. - 366 p.

ISBN: 9780470-37190-9

Call n°: 732 FAB

This book outlines the basics of securitization, addressing applications for this technology to mortgages, collateralized debt obligations, future flows, credit cards, and auto loans. The authors present a comprehensive overview of the topic based on the experience they have gathered through years of interaction with practitioners and graduate students around the world. The authors offer coverage of such key topics as: structuring agency MBS deals and nonagency deals, credit enhancements and sizing, using interest rate derivatives in securitization transactions, asset classes securitized, operational risk factors, implications for financial markets, and applying securitization technology to CDOs. Finally, in the appendices, the authors provide an essential introduction to credit derivatives, an explanation of the methodology for the valuation of MBS/ABS, and the estimation of interest rate risk.

Securitization is a financial technique that pools assets together and, in effect, turns them into a tradable security. The end result of a securitization transaction is that a corporation can obtain proceeds by selling assets and not borrowing funds. In real life, many securitization structures are quite complex and enigmatic for practitioners, investors, and finance students. Typically, books detailing this topic are either too lengthy, too technical, or too superficial in their presentation. Introduction to Securitization is the first to offer essential information on this topic at a fundamental, yet comprehensive level-providing readers with a working understanding of what has become one of today's most important areas of finance.

Krug, Jeffrey A. (Ed.)

Mergers and acquisitions : mergers and acquisitions : volume 1. - Los Angeles :

Sage Publications, 2008. - 344 p.

ISBN: 978-1-84787-057-5

Call n°: 733 KRU

Mergers and acquisitions play a major role in shaping business activities worldwide, and consequently, is a widely researched area within the field of business and management. It is also a multi-disciplinary area, with very few topics cutting across so many different functional areas of business or generating interest across such a wide range of groups as this one. This three-volume major work critically examines the research on the "soft side" of mergers and acquisitions, i.e. strategy and organizational issues. The major work covers the following topics:

Volume I: Mergers & Acquisitions (M&A): - Merger Trends; - Corporate Strategy and M&A; - Merger Types; - Theoretical Explanations for M&A.

Volume II: The M&A Process: - Acquisition Analysis; - Negotiation Process; - Decision Making Processes; - Stakeholder Effects of M&A.

Volume III: Post-Merger Integration : - Corporate Governance; - Integration Capabilities; - Value Creation.

Krug, Jeffrey A. (Ed.)

Mergers and acquisitions : the mergers and acquisition process : volume 2. -

Los Angeles : Sage Publications, 2008. - 361 p.

ISBN: 978-1-84787-057-5

Call n°: 733 KRU

Mergers and acquisitions play a major role in shaping business activities worldwide, and consequently, is a widely researched area within the field of business and management. It is also a multi-disciplinary area, with very few topics cutting across so many different functional areas of business or generating interest across such a wide range of groups as this one. This three-volume major work critically examines the research on the "soft side" of mergers and acquisitions, i.e. strategy and organizational issues. The major work covers the following topics:

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Volume III: Post-Merger Integration : - Corporate Governance; - Integration Capabilities; - Value Creation.

Krug, Jeffrey A. (Ed.)

Mergers and acquisitions : integration, governance, and performance :

volume 3. - Los Angeles : Sage Publications, 2008. - 341 p.

ISBN: 978-1-84787-057-5

Call n°: 733 KRU

Mergers and acquisitions play a major role in shaping business activities worldwide, and consequently, is a widely researched area within the field of business and management. It is also a multi-disciplinary area, with very few topics cutting across so many different functional areas of business or generating interest across such a wide range of groups as this one. This three-volume major work critically examines the research on the "soft side" of mergers and acquisitions, i.e. strategy and organizational issues. The major work covers the following topics:

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Volume II: The M&A Process: - Acquisition Analysis; - Negotiation Process; - Decision Making Processes; - Stakeholder Effects of M&A.

Volume III: Post-Merger Integration : - Corporate Governance; - Integration Capabilities; - Value Creation.

Finch, Clare

A student's guide to international financial reporting standards. - Berkshire :

Kaplan Publishing UK, 2008. - 264 p.

2nd ed.

ISBN: 978-1-84710-708-4

Call n°: 742 FIN

Accounting standards contain important definitions, principles and accounting treatments which must be learned. All of these are covered in this book.

International Accounting Standards Board (Ed.)

International financial reporting standards (IFRSs) 2008 : including International Accounting Standards (IASs) and interpretations as approved at 1 January 2008. - London : International Accounting Standards Board, 2008. - 2719 p.

ISBN: 978-1-905590-54-4

Call n°: 742 INT

This edition presents in a single volume the latest version of International Financial Reporting Standards (IFRSs), International Accounting Standards (IASs), IFRIC and SIC Interpretations and the supporting documents-application guidance, illustrative examples, implementation guidance, bases for conclusions and dissenting opinions - as approved for issue by the IASB at 1 January 2008. The main changes in this 2008 edition of the Bound Volume include: - a revised IAS 1 Presentation of Financial Statements; - a revised IFRS 3 Business Combinations; - a revised IAS 23 Borrowing Costs and amended IAS 27 Consolidated and Separate Financial Statements; - two new Interpretations - IFRIC 13 Customer Loyalty Programmes; and IFRIC 14 IAS 19 - The Limit on a Defined Benefit Asset, Minimum Funding Requirements and their Interaction; - amendments to IFRS 2 Share-based Payment; - amendments to other IFRSs resulting from these pronouncements; - the IFRIC Due Process Handbook. The volume also includes the IASC Foundation Constitution, the IASB Framework for the Preparation and Presentation of Financial Statements, the Preface to International Financial Reporting Standards, the Due Process Handbook for the IASB, an updated Glossary of Terms, and a comprehensive Index.

8. Information systems and Management science

Rosenberg, Richard S.

The social impact of computers. - Amsterdam : Elsevier, 2004. - 728 p.

ISBN: 0-12-597121-4

Call n°: 921 ROS

Technology does not invite a close examination of its own consequences because of its lengthy, intimate, and inevitable relationship with culture. In particular, the Internet has delivered mixed blessings despite extravagant claims that it has revolutionized our lives and world. Issues concerning ethics and professionalism, privacy, autonomy, free speech, and ethics have often been recognized but rarely receive the careful analysis and illumination they deserve. Most of this edition is a study in the success of the computer in its incredibly wide variety of forms and applications. Its new chapters and reorganized material from the previous editions keeps its coverage of these issues appropriate and relevant.

Brown, Rob

Public relations and the social web : how to use social media and web 2.0 in communications. - London : Kogan Page, 2009. - 182 p.

ISBN: 978-0-7494-5507-1

Call n°: 932 BRO

The effect of the internet on public relations is the single biggest subject of current conversation in the public relations industry. As the world of communications changes beyond recognition, those seeking to communicate must revise and revolutionise their approach. This book explores the way in which communications is changing and looks at what this means for communicators working across a range of industries, from entertainment through to politics. The book examines emerging public relations practices in the digital environment and shows readers how digital public relations campaigns can be structured. Including information on new communication channels such as blogs, wikis, RSS, social networking and SEO, this text is essential reading for public relations practitioners, students of public relations, and those who work in related areas such as journalism and web construction and design.

De Mesa, Alycia

Brand avatar : translating virtual world branding into real world success. -

Houndmills : Palgrave MacMillan, 2009. - 187 p.

ISBN: 978-0-230-20179-8

Call n°: 932 DEM

This book is a look at business and branding strategies within the Internet's latest phenomena of virtual worlds. Virtual world web sites such as Second Life and There.com have already garnered millions of users around the world, representing a cross section of ages, ethnicities and purchasing power. Virtual world "residents" use and spend real money within the fictional-turned-real-life economies. Companies as diverse as Adidas, Pontiac, Jean-Paul Gaultier, MTV, and virtual world agencies based on real life ad and web agencies have all plunged into these uncharted waters to give their brands a virtual presence, using varied strategies and tactics.

This text covers the emergence of virtual world web sites, the culture and psychographic profile of virtual world users, the companies represented and the effectiveness of their business and branding strategies as well as the challenges that have emerged as a result of these worlds such as creating worldwide virtual world standards and intellectual property theft.

Percival, Sean

My Space marketing : creating a social network to boom your business. -

Indianapolis : QUE, 2009. - 191 p.

ISBN: 978-0-789-73709-0

Call n°: 932 PER

Got something to sell? With more than 150,000,000 members, MySpace is your #1 marketing opportunity! Whether you're a business, band, or organization, MySpace is the place to deliver your message and reach your customers. In this book, the author covers all the free and dirt-cheap guerrilla marketing techniques you'll ever need, including :

- *Identifying and precision-targeting your audience*
- *Promoting your band, music, event, nightclub, or movie*
- *Reaching the 60% of MySpace users who are 25 or older*
- *Creating and designing a highly-effective MySpace profile*
- *Quickly building your friend network*
- *Attracting "must-have" friends who build buzz and businesses*
- *Planning your marketing "call to action"*
- *Optimizing search engines to find your profile*
- *Making the most of MySpace video, music, and blogs*
- *Marketing to specific high schools or colleges*
- *Hiring through MySpace.*

Find more information on: <http://myspacemarketing.ning.com>

Fee, Kenneth

Delivering e-learning : a complete strategy for design, application and

assessment. - London : Kogan Page, 2009. - 180 p.

ISBN: 978-0-7494-5397-8

Call n°: 933 FEE

Delivering E-Learning describes a new and better way of understanding e-learning. The author looks at overcoming objections to e-learning and acknowledging poor past practice before presenting a new strategic approach. It places the emphasis firmly on learning, not the technology, de-mystifying the jargon and de-bunking industry myths. The current way most people look at e-learning is flawed, and this means they are missing its full potential. This book provides a clear framework to better understand e-learning. Proposing a strategic approach to implementing e-learning, the author demonstrates how to align e-learning strategy with learning and business strategies. It offers a complete resource for applying e-learning to any organization.

O'Hare, Christine

Business information sources : a beginner's guide. - London : Facet Publishing, 2007. - 147 p.

ISBN: 978-1-85604-603-9

Call n°: 960 OHA

Information professionals newly working with business information - whether in a public reference library, academic library, government library, national library, industrial/commercial library or corporate information centre - will often have little or no experience of business research, and it can be difficult to know where to start. This book is a practical introduction to business information sources in the UK, with the emphasis firmly on highlighting effective research approaches and useful resources in all formats, whether free, fee-based, print or online. Its aim is to fully equip you with tools to identify appropriate business information for your individual needs. Packed with useful tips throughout, the book is organized so that it can be dipped into quickly to find resources to answer specific

questions, or browsed to get an overview of resources on companies, markets, statistics or international trade. The author has obtained feedback from business information professionals across the sectors to ensure coverage from a full range of perspectives. Key topics covered include: - defining business information; - business structures in the UK; - company information sources; - statistics for business; - researching markets; biographical information; - international trade sources; and keeping up to date.

Collins, Maria D. D. (Ed.) ; Carr, Patrick L. (Ed.)

Managing the transition from print to electronic journals and resources : a guide for library and information professionals. - New York : Routledge, 2008. - 356 p.

ISBN: 978-0-7890-3336-9

Call n°: 981 COL

This book offers a collection of essays from the leading authorities on print-to-e-resource transition – from library institutions of all sizes and levels of funding. This book will help librarians and information professionals to design, implement, and manage solutions to effectively provide online access to e-journals and e-resources. Special topics discussed include reconfiguring acquisition models, electronic resource management (ERM) systems, skill sets necessary for e-resource management, efficiency enhancement, and current trends and initiatives in licensing. In addition, the wide range of articles included in this publication: A guide for library and information professionals, will aid librarians in navigating the problems of changing formats, staffing issues, workflow approaches, and new and interrelated tools used to manage and provide access.

Devine, Jane ; Egger-Sider, Francine

Going beyond Google : the invisible web in learning and teaching. - London : Facet Publishing, 2009. - 156 p.

ISBN: 978-1-85604-658-9

Call n°: 981 DEV

Google isn't up to the task when it comes to serious research, and though your patrons and students have heard of the invisible, or deep Web, they have no idea how to tap into it. You need practical tools and strategies for teaching them about the Web sources and specialized databases they will never find using everyday search engines. This book will show you in simple, nontechnical terms how to integrate the invisible Web into teaching opportunities wherever they occur: in a one-on-one teaching moment at the reference desk, or in a formal course. Estimated at 500 times the size of the visible Web, the invisible Web and the search skills needed to plumb its depths should be a part of every information literacy and research skills course. With this book you get expert teaching tips and scripts for informal instruction, plus model activities and assignments for the classroom. Statistics and summaries of relevant research will help you combat myths like Searching is Easy, or Everything Important is Free. Read this book too, to find out how the best deep Web search tools, including Complete Planet, Closer Look, and the Librarian's Internet Index, are evolving and what it all means for your library's future electronic collection development plans.

Dubicki, Eleonora

Marketing and promoting electronic resources: creating the e-buzz! - London : Routledge, 2009. - 205 p.

ISBN: 978-0-7890-3586-8

Call n°: 981 DUB

This book provides librarians with practical suggestions on how to best let their patrons know about the available e-resources and instruct them on how to use them effectively. Librarians in any type of library setting can find fresh ideas to apply in their own setting.

Leckie, Gloria J. (Ed.) ; Buschman, John E. (Ed.)

Information technology in librarianship : new critical approaches. - Westport : Libraries Unlimited, 2009. - 297 p.

ISBN: 978-1-59158-629-6

Call n°: 981 LEC

In the last 15 years, the ground - both in terms of technological advance and in the sophistication of analyses of technology - has shifted. At the same time, librarianship as a field has adopted a more skeptical perspective; libraries are feeling market pressure to adopt and use new innovations; and their librarians boast a greater awareness of the socio-cultural, economic and ethical considerations of information and communications technologies. Within such a context, a fresh and critical analysis of the foundations and applications of technology in librarianship is long overdue.

Miller, Joseph B.

Internet technologies and information services. - Westport : Libraries Unlimited, 2009. - 387 p.

ISBN: 978-1-59158-625-8

Call n°: 981 MIL

This text offers its readers both a comprehensive overview of basic counseling and tested solutions to a variety of technical situations. Part 1 focuses on the technologies of the Internet, specifically networks, TCPIP, higher level Internet protocols, and security issues for Internet-connected PCs. Part 2 focuses on the many forms of Internet content and how it is created: documentary and multimedia formats; Web graphics; Web publishing in HTML; principles of good Web design; controlling presentation with styles; Web scripting and dynamic content; and the possibility of the semantic Web with XML. Part 3 is devoted to the topic of Internet information retrieval and includes a brief overview of the principles of IR; Internet searching past and present; a detailed examination of search engine functions and limitations; peer-to-peer approaches; image and multimedia IR; and enhancing intellectual access by the application and use of metadata. The perfect introduction for students lacking technological expertise who are called upon to demonstrate a working knowledge of basic concepts and applications.

Sauers, Michael P.

Searching 2.0. - London : Facet Publishing, 2009. - 337 p.

ISBN: 978-1-85604-629-9

Call n°: 981 SAU

In this book, the author applies the super-search strategies he is known for to the latest generation of Web tools. Blogs, RSS, wikis, Flickr, podcasting, mashups, the read/write Web, kartoo, BitTorrent, Google Book Search, the WayBack Machine, visual search engines, folksonomies, Firefox Search Plugins, Del.icio.us.... . Irreverent and fun to read, with a wealth of screen shots, this is a comprehensive guide to searches that make the

most of the Web 2.0 environment: from improving basic search skills and evaluating search results to making the best use of search engines, both common and cutting-edge. The author reviews each Web 2.0 tool for reliability and appropriateness in different search tasks and shows you how best to organize them for quick access at the reference desk. Exercises in each chapter will help you cement your new knowledge into practical skills.

Webb, Jo ; Gannon-Leary, Pat ; Bent, Moira

Providing effective library services for research. - London : Facet Publishing, 2008. - 278 p.

ISBN: 978-1-85604-589-6

Call n°: 981 WEB

Libraries are one of the most important stops in the research process and with the right collections and services, librarians can give researchers a serious advantage. This practical manual explains how libraries can better support study and scholarship by understanding the information seeking behaviors of scholars and current issues in academia. Chapters explore unique considerations for collection development, creation of toolkits, and information literacy instruction in support of this special group of users. Whether serving undergraduate and graduate students, doctoral candidates, professors, visiting scholars, or writers, librarians will benefit from this practical guidance.

Yu, Holly ; Breivold, Scott

Electronic resource management in libraries: research and practice. - Hershey : Information science reference, 2008. - 146 p.

ISBN: 978-159904891-8

Call n°: 981 YU

A pronounced move from print subscriptions to electronic resources in all types of libraries has fundamentally impacted the library and its users. With the influx of resources such as e-journals; e-books; index, abstract, and/or full-text databases; aggregated databases; and others, the shift to electronic resources is rapidly changing library operational and organizational procedures. This book provides comprehensive coverage of the issues, methods, theories, and challenges connected with the provision of electronic resources in libraries, with emphasis on strategic planning, operational guidelines, and practices. This book primarily focuses on management practices of the life-cycle of commercially acquired electronic resources from selection and ordering to cataloging, Web presentation, user support, usage evaluation, and more.

D. Reference books

1. Companies information

Toyo Keizai (Ed.)

Japan company handbook : Spring 2009. - Tokyo : Toyo Keizai, 2009, 1694 p.

Call n°R1.2

2. Careers directories

Barrett, Helen (Ed.)

Executive grapevine : directory of executive recruitment : international edition 2008.

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