Management
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Highlights

Cambridge University Press is the printing and publishing house of the University of Cambridge, and is the oldest press in the world. It is a charitable enterprise required by University Statute to devote itself to printing and publishing in the furtherance of the acquisition, advancement, conservation, and dissemination of knowledge in all subjects; to the advancement of education, religion, learning, and research; and to the advancement of literature and good letters.

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Creativity in Product Innovation describes a remarkable new technique for improving the creativity process in product design. Certain 'regularities' in product development are identifiable, objectively verifiable and consistent for almost any kind of product. These regularities are described by the authors as Creativity Templates. This book describes the theory and implementation of these templates, showing how they can be used to enhance the creative process and thus enable people to be more productive and focused. Representing the culmination of years of research on the topic of creativity in marketing, the Creativity Templates approach has been recognised as a breakthrough in such journals as Science, Journal of Marketing Research, Management Science, and Technological Forecasting and Social Change. It has been successfully implemented through workshops in international companies including Philips Consumer Electronics, Ford Motor Co., Ogilvy & Mather Worldwide, Kodak, Coca-Cola and many others.


Reaching the Interactive Customer Devices and Services for a Digital World Mai-lan Tomsen Microsoft Corporation and Ron Faith Qpass

Through either direct exposure or media coverage of the online world, consumers have built certain expectations around interactivity. Activities like email, chat, and web browsing reinforce popular understanding how people use electronic devices to ‘talk’, ‘find’ and ‘see’ what’s happening in the world around them. Reaching the Interactive Customer describes how these consumer expectations of interactivity impact and shape the new generations of ‘connected’ personal electronics. Reaching the Interactive Customer provides critical information for business professionals who want to understand a ‘connected world’, linking businesses, customers, and service providers. It describes how the audience for interactive services has evolved and what that audience is looking for in consumer devices. This book also appeals to anyone who works on or is interested in Web-based technology because it paints a clear picture of how interactivity is evolving from the Internet to the next generation of interactivity with phones and televisions.


Engineering and Product Development Management
The Holistic Approach
Stephen Armstrong AMGI Management Group, Inc.

Engineering and Product Development Management is a practical guide to the components of engineering management, using a holistic approach. It will help engineers and managers understand what they have to do to improve the product development process by deploying new technology and new methods of working in concurrent teams. The book takes elements from six well known and understood bodies of knowledge and integrates them into a holistic approach: integrated product development, project management, process management, systems engineering, product data management, and organizational change management. These elements are framed within an overall enterprise-wide architecture. The techniques discussed in this book work for both huge multinational organizations and smaller enterprises. The emphasis throughout is on practical tools which will be invaluable for engineers, managers, and consultants responsible for project and product development.


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How do large corporations encourage their senior managers to become more entrepreneurial? This is a key question which is seldom addressed in mainstream entrepreneurship studies. Professor Sathe has written a pioneering book based on hundreds of hours of interviews with senior managers to help understand why some organizations and some top managers are better than others in fostering entrepreneurship leading to successful new business growth. Corporate Entrepreneurship explores the real world of top managers in a systematic and comprehensive way, examining business realities, the management culture, the corporate philosophy, the organizational politics, the personalities and the personal agendas of the people at the top. The book offers both a theory of corporate entrepreneurship and practical advice on how to manage it better. An original and valuable contribution to the literature on strategic management, this is a book that will appeal to graduate students, researchers and reflective practitioners.

Contents:

2003 228 x 152 mm 475pp 27 line diagrams 160 tables 0 521 81086 8 Hardback c. £55.00 Publication May 2003
Most large firms are controlled by shareholders, who choose the board of directors and can replace the firm's management. In rare instances, however, control over the firm rests with the workforce. Many explanations for the rarity of workers' control have been offered, but there have been few attempts to assess these hypotheses in a systematic way. This book draws upon economic theory, statistical evidence, and case studies to frame an explanation. The fundamental idea is that labor is inalienable, while capital can be freely transferred from one person to another. This implies that worker-controlled firms typically face financing problems, encounter collective choice dilemmas, and have difficulty creating markets for control positions within the firm. Together these factors can account for much of what is known about the incidence, behavior, and design of worker-controlled firms. A policy proposal to encourage employee buyouts is developed in the concluding chapter.

'An absorbing account of strategic learning in a hi-tech sector. Written in an elegant and witty style, it opens the analysis to a wide audience. The case histories are likely to be quoted in management teaching and research for some time to come.'

Professor Raymond Loveridge, Said Business School, University of Oxford

Governing the Firm
Workers' Control in Theory and Practice
Gregory K. Dow
Simon Fraser University, British Columbia

Megaprojects and Risk
An Anatomy of Ambition
Bent Flyvbjerg
Aalborg University, Denmark
Nils Bruzelius
Stockholms Universitet
and Werner Rothengatter
Universität Fridericiana Karlsruhe, Germany

Megaprojects and Risk provides the first detailed examination of the phenomenon of megaprojects. It is a fascinating account of how the promoters of multi-billion dollar megaprojects systematically and self-servingly misinform parliaments, the public and the media in order to get projects approved and built. It shows, in unusual depth, how the formula for approval is an unhealthy cocktail of underestimated costs, overestimated revenues, undervalued environmental impacts and overvalued economic development effects. This results in projects that are extremely risky, but where the risk is concealed from MPs, taxpayers and investors. The authors not only explore the problems but also suggest practical solutions drawing on theory, experience and hard, scientific evidence from the several hundred projects in twenty nations and five continents that illustrate the book. Accessibly written, it will be the standard reference for students, scholars, planners, economists, auditors, politicians and interested citizens for many years to come.

- Unique – first book to provide a comprehensive, up-to-date examination of Megaprojects
- International scope and combination of theoretical analysis and empirical research will make it a valuable resource for academics, students, professionals, and decision-makers
- Offers original analysis and practical suggestions for the successful management of Megaprojects

Advanced praise:
'Megaprojects and Risk provides a fascinating look at the pervasiveness of misinformation in the planning of major construction projects and the systematic bias of such misinformation toward justifying project implementation. The power of its analysis is vastly reinforced by the range of cases examined, extending over seventy years and five continents. An extraordinary accomplishment, it will doubtless serve as the standard reference on this topic for many years to come.'

Alan Altshuler, Kennedy School of Government, Harvard University
The right manufacturing strategy is vital to maintaining profitability and running an efficient business. Manufacturing, however, is a complex business, and it is often difficult to know where to start when reviewing and developing long-term strategic plans. This industry guide explains in clear, simple stages how to review your current processes and procedures, and how to build on this information to develop, present and implement new manufacturing strategies. Based on a uniquely structured approach developed over many years with major industry clients, including Rolls-Royce and Federal Mogul, its holistic approach can be applied to every area of operations from the entire organisation down to individual business units or processes. A CD included with the book provides much supporting material. Written for managers of small to medium-sized businesses and industry consultants, this book also forms part of a three-volume set covering business strategy, performance, and competencies.


Strategy and Performance
Getting the Measure of Your Business

Andy Neely
University of Cambridge

Michael Bourne
Cranfield University, UK

John Mills
University of Cambridge

Ken Platts
Cranfield University, UK

and Huw Richards
University of Cambridge

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Performance measurement remains a vexing problem for business firms and other kinds of organizations. This book explains why: the performance we want to measure (long-term cash flows, long-term viability) and the performance we can measure (current cash flows, customer satisfaction, etc.) are not the same. The ‘balanced scorecard’, which has been widely adopted by US firms, does not solve these underlying problems of performance measurement and may exacerbate them because it provides no guidance as to how to combine dissimilar measures into an overall appraisal of performance. A measurement technique called activity-based profitability analysis (ABPA) is suggested as a partial solution, especially to the problem of combining dissimilar measures. ABPA estimates the revenue consequences of each activity performed for the customer, allowing firms to compare revenues with costs for these activities and hence to discriminate between activities that are ultimately profitable and those that are not.
Business Performance Measurement

Theory and Practice

Edited by Andy Neely
Cranfield University, UK

The field of performance measurement has evolved rapidly in the last few years with the development of new measurement frameworks and methodologies, such as the balanced scorecard, the performance prism, economic value added, economic profit, activity based costing and self-assessment techniques. This multidisciplinary, international book draws together the key themes to provide an up-to-date summary of the leading ideas in business performance measurement, theory and practice. It includes viewpoints from a range of fields including accounting, operations management, marketing, strategy and organisational behaviour. The book will appeal to graduate students, managers and researchers interested in performance measurement, whatever their discipline.

• Uniquely brings together cross-disciplinary contributions in one volume
• Contributions from key researchers at Harvard, Wharton, London School of Economics, Cranfield and other leading business schools


Organizational Learning from Performance Feedback

A Behavioral Perspective on Innovation and Change

Henrich R. Greve
Norwegian School of Management

Revisiting Cyert and March’s classic 1963 ‘Behavioral Theory of the Firm’, Henrich Greve offers an intriguing analysis of how firms evolve in response to feedback about their own performance. Based on ideas from organizational theory, social psychology, and economics, he explains how managers set goals, evaluate performance, and determine strategic changes. Drawing on a range of recent studies, including the author’s own analysis of the Japanese shipbuilding industry, he reports on how theory fits current evidence on organizational change of risk-taking, research and development expenses, innovativeness, investment in assets, and in market strategy. The findings suggest that high-performing organizations quickly reduce their rates of change, but low-performing organizations only slowly increase those rates. Analysis of performance feedback is an important new direction for research and this book provides valuable insights in how organizational learning interacts with other influences on organizational behaviour such as competitive rivalry and institutional influences.


Performance and Rewards Management

An Introduction to the Theory and Practice of Strategic Remuneration Management

John Shields
University of Sydney

Performance and Rewards Management critically examines contemporary theory and practice in these central fields of human resource management (HRM), providing a comprehensive overview of the key concepts and topics, and draws on a wide range of case studies to demonstrate the theories. The book provides an analysis of the crucial literature on remuneration and performance management, exploring the main theories, debates and practices. The book encourages students to form a critical understanding of the debates it raises by providing an overview of the alternatives.


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NGOs and Organizational Change
Discourse, Reporting and Learning
Alnoor Ebrahim
Virginia Polytechnic Institute and State University

The organizational dynamics of non-governmental organizations (NGOs) have become increasingly complex as they have evolved from small single issue campaign groups into sophisticated multinational organizations. Alnoor Ebrahim’s study analyses the organizational evolution of the NGOs as a result of their increased profile as bilateral partners in delivering aid. The book combines original case studies and research with an extensive review of literature from organizational and development studies and advances our understanding of management and organizational change in the non-profit sector.

• Novel contribution to growing field of non-profit sector management
• Based on original research in a range of European and North American aid agencies and detailed case studies of two of India’s largest NGOs
• Theoretically sophisticated with important practical messages


The Open Corporation
Effective Self-regulation and Democracy
Christine Parker
University of Melbourne

The Open Corporation sets out an innovative and realistic blueprint for effective corporate self-regulation, offering practical strategies for managers, stakeholders and regulators to build successful self-regulation management systems. Christine Parker examines the conditions under which corporate self-regulation is likely to be effective, covering a wide range of areas – from consumer protection to sexual harassment to environmental compliance. Focusing on the features that make self-regulation possible, Parker argues that law and regulators need to focus much more on ‘meta-regulating’ corporate self-regulation if democratic control over corporate action is to be established.

• Practical proposals for reforming law and regulatory strategy to improve democratic control of corporate action
• Innovative connection between corporate social responsibility and deliberative democratic theory


International Perspectives on Consumers’ Access to Justice
Edited by Charles E. F. Rickett
University of Auckland
and Thomas G. W. Telfer
University of Western Ontario

Consumer protection law in the age of globalisation poses new challenges for policy makers. This book provides an international perspective on consumer law and the difficulties encountered by consumers in search of practical remedies and solutions for defective products and services. Leading scholars outline the key problems faced by legislators in different countries seeking to adopt consumer laws to the global marketplace. Topics include standard form contracts, the legal challenges posed by mass infection (such as mad-cow disease and CJD), consumers and services, consumer bankruptcy law, and cross-border transactions.


Reshaping National Intelligence for an Age of Information
Gregory F. Treverton
RAND Corporation, California

The world of intelligence has been completely transformed by the end of the Cold War and the onset of an age of information. Prior to the 1990s, US government intelligence had one principal target, the Soviet Union; a narrow set of ‘customers’, the political and military officials of the US government; and a limited set of information from the sources they owned, spy satellites and spies. Today, world intelligence has many targets, numerous consumers – not all of whom are American or in the government – and too much information, most of which is not owned by the U.S. government and is of widely varying reliability. In this bold and penetrating study, Gregory Treverton, former Vice Chair of the National Intelligence Council and Senate investigator, offers his insider’s views on how intelligence gathering and analysis must change. He suggests why intelligence needs to be both contrarian, leaning against the conventional wisdom, and attentive to the longer term, leaning against the growing shorter time horizons of Washington policy makers. He urges that the solving of intelligence puzzles tap expertise outside government – in the academy, think tanks, and Wall Street – to make these parties colleagues and co-consumers of intelligence, befitting the longer term, leaning against the growing shorter time horizons of Washington policy makers. He urges that the solving of intelligence puzzles tap expertise outside government – in the academy, think tanks, and Wall Street – to make these parties colleagues and co-consumers of intelligence, befitting the changed role of government from doer to convener, mediator, and coalition-builder.


Bankruptcy Law Part V . Procedure and Process Issues
Part VI. Conflict of Laws Issues

Visit our website at www.cambridge.org
Innovation Studies

**Public Finance and Public Policy**
Responsibilities and Limitations of Government
Arye L. Hillman
Bar-Ilan University, Israel

This textbook systematically sets forth the basic issues involved in public finance and public policy. All issues investigated explore the choice between voluntary market decision to earn and spend income versus assignment of responsibility to governments to tax and spend. Areas covered are markets and property, collective benefits, voting on public speaking, market corrections, social justice, political processes and redistribution, taxation, user pricing, public policy for welfare issues, and the question of how much government is needed in the modern state. It is designed for courses in public finance or public economics, with additions given in courses titled political economy. The basic material in each chapter may be used by students with an elementary understanding of economics. Chapter supplements are designed for upper-level undergraduates. Graduate students will find the text answers fundamental questions addressed in the professional literature. All chapters provide useful question sets and guidance for further reading.

**Contents:**
1. Markets and property;
2. Collective benefits;
3. Voting and public goods;
4. Market corrections;
5. Social insurance and social justice;
6. Politics and redistribution;
7. Taxation;
8. User pricing;
9. Health, education, and retirement;
10. How much government?

2003 253 x 177 mm 800pp 136 line diagrams
42 tables
0 521 80641 0 Hardback c. £75.00
0 521 00114 5 Paperback c. £30.00
Publication July 2003

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**The Simplicity Shift**
Innovative Design Tactics in a Corporate World
Scott Jenson
Symbian Ltd., London

High tech products have historically had notoriously poor design. Fortunately, companies have recently started to embrace user centered design practices. This transition hasn't been smooth, however, as many companies have trouble transferring good design into final, shipping products. There is a political/cultural disconnect between the corporate desire for good design and the corporate culture that implements it. The Simplicity Shift is about shifting a company's culture to value, discover and implement Simplicity, creating well designed products. For most companies, Product Design is not a first class citizen, it is something locked into a 'design department' and done as a subtask of a larger sequential process. For companies to truly create breakthrough, easy to use products, they must elevate design so that its terms and tools are shared by everyone in the team. Design is a strategic tool that must become a part of how everyone in the company thinks, acts, and, most importantly, makes decisions.

**Contents:**
1. Motivation;
2. Vocabulary;
3. Why is bad design such good business?;
4. User blindness;
5. Design interlude – redesigning a timer thermostat;
6. Feature blindness;
7. Design interlude – redesigning a digital jukebox;
8. Innovation blindness;
9. Design interlude – mobile phones;
10. Conclusion.

2003 228 x 152 mm 192pp
0 521 52749 X Paperback £18.95
Publication January 2003

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**Innovation Studies**

**The Simplicity Shift**
Innovative Design Tactics in a Corporate World
Scott Jenson
Symbian Ltd., London

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**Paths of Innovation**
Technological Change in 20th-Century America
David C. Mowery
University of California, Berkeley
and Nathan Rosenberg
Stanford University

In 1903 the Wright brothers’ airplane travelled a couple of hundred yards. Today fleets of streamlined jets transport millions of people each day to cities worldwide. Between discovery and application, between invention and widespread use, there is a world of innovation, of tinkering, improvement and adaptation. This is the world David Mowery and Nathan Rosenberg map out in *Paths of Innovation*, a tour of the intersecting routes of technological change. Throughout their book, Mowery and Rosenberg demonstrate that the simultaneous emergence of new engineering and applied science disciplines in the universities, in tandem with growth in the Research and Development industry and scientific research, has been a primary factor in the rapid rate of technological change. Innovation and incentives to develop new, viable processes have led to the creation of new economic resources – which will determine the future of technological innovation and economic growth.

**Contents:**
1. Introduction;
2. The organization and institutionalization of innovation, 1900–1940;
3. The internal combustion engine;
4. Chemicals;
5. Electric power;
7. Concluding observations.

2000 228 x 152 mm 224pp 12 line diagrams 15 tables
0 521 64653 7 Paperback £14.95
Publication January 2003
Business Strategy for A2

David Dyer
Cambridge Business Studies Trust and Peter Stimpson

Business Strategy meets the requirements of the OCR specification for the Advanced GCE (A level) compulsory synoptic module. Each unit is clearly structured, with a list of learning objectives at the start. Concepts and processes are clearly explained and opportunities are provided to test knowledge and understanding. The book, which is fully illustrated, helps students to develop skills of analysis and evaluation, as well as an awareness of the integrated nature of the subject.

Features include:
- stimulating case study examples
- activities to develop understanding of topics
- practical advice on how to succeed in exams
- a glossary of concepts and terms

2001 276 x 219 mm 224pp
0 521 00365 2 Paperback £12.25

Economics: AS and A Level

Colin Bamford
Keith Brunskill
Gordon Cain
Sue Grant
Stephen Munday and Stephen Walton

This book has been written for the new Cambridge International Examinations syllabus in Economics and is endorsed by Cambridge International Examinations (CIE). It is divided into two main units, Core (AS) and Extension (A level), each of which represents a self-contained programme of study. As well as fully supporting the syllabus, the book equips students with the skills needed to succeed in the examinations, and describes how these skills and concepts will be examined by CIE. To help students understand the topics and prepare for the examination, the authors have included a range of stimulus material and self-assessment tasks, as well as specimen CIE question papers.

- Accessible, student-friendly text, with features designed to help self-study
- Written by teachers and examiners in Economics

2002 276 x 219 342pp
0 521 00781 X Paperback £18.95

If you are a non-technical person with a stake in the success of a software project, this book is for you. Business managers often find it impossible to communicate business objectives and specify their software requirements to technical members of staff. This beginner's guide teaches readers to communicate with software developers in a more focused, effective way. It describes the basic diagrams of the UML modeling notation and shows how they are used to specify requirements in an unambiguous way. When used on project, the risk of failure through unclear requirements is removed.

- First book of its kind, focuses only on software requirements
- Empowers non-technical members of staff to communicate their needs to and check the work of software developers
- Slim volume, practical approach makes book ideal for business travel reading

Contents:
1. Introduction: Software - yet another knowledge industry
2. Aligning to the business
3. Adding rigor to the requirements
4. Sketching the inside structure
5. Sketching the inside dynamics
6. Moving towards components
7. Mapping to data structures
8. Concluding remarks

SIGS: Managing Object Technology, 23
2003 228 x 152 mm 128pp  30 line diagrams
0 521 89242 2 Paperback £15.95

Publication January 2003

For monthly email alerts visit www.cambridge.org/eservices
The real challenge in e-commerce is to understand what is involved in using the Internet as a means to building a successful business. e-Enterprise: Business Models, Architecture, and Components demystifies e-commerce and describes how a business should determine its own future by taking the next step and becoming an agile ‘e-enterprise’. Faisal Hoque introduces the concept of high-level abstraction of business processes and application functionality that result in reusable business and technology components. He provides a methodology that is critical for all business leaders and technologists trying to build an enterprise on the Internet.

‘… an excellent choice for senior managers and business leaders who want to do something constructive about e-business rather than just talk about it or follow the herd.’
Steve Goodwin, Computing and Control Engineering Journal

‘This stuff works.’
Honorio Padron, SVP, Process Engineering and CIO, CompUSA

Mobile Commerce
Opportunities, Applications, and Technologies of Wireless Business
Paul May
Verista Consulting

With keen insight into the needs of both camps, May explains the technological aspects of mobile commerce to business decision makers and the business models to the technologists who design and build these electronic systems. It is the one book all relevant parties in a company can read to ensure common understanding. Topics include devices, technologies, applications, standards, security, and more.

‘A visionary yet practical book about the mobile devices and applications that are about to change our lives.’
Ari Jaaksi, General Manager, Nokia Wireless Software Solutions

Breakthroughs in Application Development, 3
2001 228 x 152 mm 302pp 50 line diagrams 0 521 79756 X Paperback £25.00

The Business of Ecommerce
From Corporate Strategy to Technology
Paul May

The Business of Ecommerce provides a guide to the types of business that companies can conduct over the Web, and it explains how they can go about building systems to support these initiatives. Business and technology decision-makers will learn all they need to know about the entire field of Ecommerce. Paul May combines his experience as a consultant to blue chip companies with his experience with startups and presents the best of what the two cultures have to offer. He provides a generic model for understanding Ecommerce opportunities, and he explores key application areas that readers can exploit in the real world. The book gathers together all of the relevant technologies and makes them accessible to the reader by explaining each of the key technical topics and issues. This book empowers the decision-maker to make better use of the opportunities of Ecommerce.

‘This is the book to buy.’
Thomas Golsong, Corporate Identity Manager, BP Amoco

Breakthroughs in Application Development, 1
2000 109 x 179 mm 288pp 16 line diagrams 0 521 77698 8 Paperback £24.95

Enterprise Resource Planning Systems
Systems, Life Cycle, Electronic Commerce, and Risk
Daniel E. O’Leary
University of Southern California

Enterprise Resource Planning Systems can provide the foundation for a wide range of e-commerce based processes including web-based ordering and order tracking, inventory management, and built-to-order goods. This book examines the pros and cons of ERP systems, explains how they work, and highlights their role at the heart of e-commerce. It contains several detailed case-studies and will be an invaluable guide to managers and consultants working with ERP systems. It will also be a useful reference for MBA students taking courses in information systems management.

‘The chapters are well written, with objectives, figures, and clear divisions into sections … I highly recommend it.’
Brad Reid, Computing Reviews

2000 228 x 152 mm 240pp 27 line diagrams 0 521 79152 9 Hardback £21.95
The focus of this book is on the most important class of enterprise system, namely Enterprise Resource Planning (ERP) systems. Organisations typically take the decision to employ ERP systems in an attempt to streamline existing processes. Once these systems are in place, however, their success depends on the effectiveness of the implementation, and on the additional benefits that can be obtained by further leveraging the technology. In this book, the editors have assembled some of the world’s best research on ERP systems, with a view to providing a foundation for second wave improvements to enterprise systems. Written primarily for managers and consultants, this book is also an ideal reference for business schools and researchers.


Wireless Data Services
Business Models, and Global Markets
Chetan Sharma and Yasuhisa Nakamura

Despite the phenomenal global growth, wireless technologies have progressed in very different ways in different territories. Technologies such as i-mode in Japan, SMS in Europe, PDAs and Blackberry in North America all point to the fact that wireless applications and services are often unique to the culture and business models of a region. With the help of examples, case studies and interviews with industry luminaries, the authors identify key factors behind the success or failure of different strategies and provide insights into how to match wireless technology to global markets.

- Interviews with industry executives and experts from IBM, Motorola, and others
- Detailed discussion of issues and challenges of the wireless data industry
- Detailed case studies: consumer and enterprise

Published May 2003

0 521 82843 0 Hardback c. £29.95

2002 228 x 152 mm 320pp 6 line diagrams 6 half-tones 0 521 81616 5 Hardback £25.00

IT Project Estimation
A Practical Guide to the Costing of Software
Paul Coombs
Reuters, London

This concise, easy-to-read guide provides practical, detailed advice on IT project estimation for managers and consultants. It shows why accurate estimates are needed, what different estimating methods can be used, and how to analyse the risks to make appropriate contingency allowances. He also covers pricing and billing strategies, and how previous experiences can be exploited. Central to the book is a template for a cost model that incorporates task estimates, schedules, staff roles and costs, risk analysis, fixed costs, billing, and cashflow. Excel templates are provided on an accompanying CD-ROM.


2001 250 x 176 mm 246pp 0 521 80597 X Hardback £30.00

Component-Based Development for Enterprise Systems
Applying the SELECT Perspective
Paul Allen
SELECT Software Tools, Cheltenham

As businesses become increasingly adaptive and call for software that is more flexible, enterprise software development presents challenges of sheer scale and complexity that continue to accelerate at a terrific pace. This book distills the author’s experience in dealing with problems in industry that can be solved by using the SELECT Perspective, a component-based approach that comprises a unique blend of techniques, architecture, and process.


0 521 10192 8 2001 250 x 176 mm 246pp £29.95

Electronic Theft
Unlawful Acquisition in Cyberspace
Peter Grabosky
Australian Institute of Criminology
Russell G. Smith
Australian Institute of Criminology
and Gillian Dempsey
University of Queensland

The fundamental principle of criminology is that crime follows opportunity, and opportunities for theft abound in the digital age. Electronic Theft names, describes and analyses the range of electronic and digital theft, and constitutes the first major survey of the field. The authors cover a broad list of electronic misdemeanours, including extortion, defrauding governments, telephone fraud, securities fraud, deceptive advertising and other business practices, industrial espionage, intellectual property crimes, and the misappropriation and unauthorised use of personal information. The book considers pressing questions concerning national sovereignty and enforceability of laws.


0 521 10192 8 2001 250 x 176 mm 246pp £29.95

Business Economics
Global Business Regulation
John Braithwaite
Australian National University, Canberra
and Peter Drahos
Queen Mary and Westfield College, University of London

Across an amazing sweep of the critical areas of business regulation – from contract, intellectual property and corporations law, to trade, telecommunications, labour standards, drugs, food, transport and environment – this book confronts the question of how the regulation of business has shifted from...
national to global institutions. Based on interviews with 500 international leaders in business and government, it examines the role played by global institutions such as the WTO, the OECD, IMF, Moody’s and the World Bank, as well as various NGOs and significant individuals. This book will become a standard reference for readers in business, law, politics and international relations.

‘I find it a work of outstanding scholarship with an engaging tone, peppered with amusing turns of phrase and observations.’
Peter Standish, Swinburne University of Technology

Finding a Common Interest
The Story of Dick Dusseldorp and Lend Lease
Lindie Clark
Dusseldorp Skills Forum

This important book demonstrates how blue-chip corporations can be operated ethically by finding or creating a common interest between all those involved in its operations, including the communities where business takes place. It does so through the example of Dick Dusseldorp, who founded Australia’s most admired blue-chip corporation. Famous for his commitment to workers, shareholders, unions and clients as well as the communities where Lend Lease conducted its business, Dusseldorp made major contributions to public sector infrastructure development and planning.

Contents:

Regulation and Entry into Telecommunications Markets
Paul de Bijl
Ministry of Finance, The Hague
and Martin Peitz
Deutsche Forschungsgemeinschaft

This book examines competition and regulation in the liberalized telecommunications markets, filling the gap between the existing economic literature on competition and the real-life application of theory to policy. Paul De Bijl and Martin Peitz analyse a broad range of market constellations, in particular the hot topic of access price regulation in asymmetric markets, and derive from this their various policy recommendations. This book is a valuable resource for academics, regulators and telecommunications professionals, and is accompanied by extensive simulation programs devised by the authors.

‘Paul de Bijl and Martin Peitz substantially expand our understanding of corporate strategies and regulatory trade-offs in the telecommunications industry. Using a rigorous analytical framework, they guide us through the early liberalization stage toward competition in a mature market. This insightful and comprehensive book is essential reading for all academics, consultants and industry professionals concerned with telecommunications.’
Jean Tirole, University of Toulouse

Building a Dynamic Europe
The Key Policy Debates
Edited by Jordi Gual
IESE Business School, Barcelona

A succinct survey of the most important economic policy issues facing European governments and business as they strive to restore growth to the region’s flagging economy. Written in a largely non-technical style, the book nevertheless contains some of the sharpest analyses available of the economic problem facing Europe’s policy makers and will be essential reading for anybody with an academic or professional interest in European integration.

Contents:
1. Reforming the Union: To what extent should economic policies be harmonized?; 2. Challenges for macroeconomic policy in EMU; 3. Improving the performance of the European social model; 4. Economic reform in Europe: Integrating and liberalizing the market for network services; 5. Economic reform in Europe: Integrating and liberalizing the market for financial services.

Mike Moore’s reflection on his time as Director-General of the World Trade Organization is an important addition to the great globalization debate. Moore explains how a boy, who left school at fourteen to work in a slaughterhouse, came to head an organization charged with bringing rules and order to the world’s trading system. Arriving at the WTO shortly before the ill-fated Seattle meeting, Moore sought to reform the Organization, addressing the concerns of poorer countries and engaging in open debate with the often hostile NGOs. He rebuts the attacks against the WTO arguing that the WTO’s promise of rules-based free trade offers the best hope for lifting millions of the world’s poorest citizens out of poverty.

The Economics of Contracts
Theories and Applications
Edited by Eric Brousseau
Université de Paris XI
and Jean-Michel Glachant
Université de Paris-Sud

A comprehensive and up-to-date synthesis of the economic analysis of contracts, written by a specially commissioned team of leading international scholars. The book offers a well structured analysis of theoretical developments, the diverse fields of applications, the methodologies in use, and the policy implications at both firm and state level. The book offers a unique combination of theoretical and applied economics along with insights from law and management sciences. It is designed to appeal to scholars, graduate students and practitioners in economics, management and law.
- The most comprehensive and authoritative survey of economics of contracts available
- Deals with one of most dynamic areas of economic research at frontiers of economics, law, management and public policy
- Written by leading economists from North America and Europe

Contents:

2002 228 x 152 mm 600pp 7 line diagrams 16 tables 5 graphs 0 521 89313 5 Paperback £25.95

Entertainment Industry Economics
A Guide for Financial Analysis
Fifth edition
Harold L. Vogel

In this newly revised book, Harold L. Vogel examines the business economics of the major entertainment enterprises: movies, television and cable programming, music, broadcasting, casino wagering and gambling, sports, publishing, performing arts, theme parks, and toys. This edition devotes a chapter to the internet and its operational features, revenue sources, and role as an agent of change. Other expanded features include sections on industrial structure, asset valuation methods, and comparative price trends. The result is a comprehensive, up-to-date reference guide on the economics, financing, production, and marketing of entertainment in the US and overseas.

‘From the death of vinyl to the rise of cable, Vogel has ferried investors through some major show business crises.’
Matthew Benz, Billboard

2001 234 x 156 mm 597pp 112 line diagrams 122 tables 0 521 79264 9 Hardback £32.50

Travel Industry Economics
A Guide for Financial Analysis
Harold L. Vogel

At least 1 trillion dollars is spent on travel each year. Travel and tourism form the world’s largest industrial sector and employ over 300 million people, nearly one-tenth of the global workforce. In this path-breaking book Vogel examines the business economics of each of the segments of the travel industry: airlines, cruises, railroads, buses, automobiles, hotels, casinos, amusement and theme parks, and tourism. The result is a concise, up-to-date guide for financial analysts, economists, industry executives, teachers and students interested in the business of travel-related goods and services.
The Economics of Football
Stephen Dobson
The Queen’s University of Belfast
and John Goddard
University of Wales, Swansea

This book presents the first detailed economic analysis of professional football at club level, using a combination of economic reasoning and statistical and econometric analysis. A wide range of international comparisons help emphasise both the broader relevance as well as the unique characteristics of the English experience. Specific topics include: the links between football clubs’ financial strength and competitive balance and uncertainty of outcome; the determinants of professional footballers’ compensation; measuring the football manager’s contribution to team performance, the determinants of managerial change, and its effects on team performance; patterns of spectator demand for attendance; predicting match results, betting on football, and the market in football clubs’ company shares.

‘Dobson and Goddard build upon and extend their prior research into professional football drawing upon rigorous economic theory and econometric analysis. I strongly recommend this book.’
Paul Downward, Reader in Economics, Staffordshire University


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Financial Economics

Principles of Financial Economics

Stephen F. LeRoy
University of California, Santa Barbara

and Jan Werner
University of Minnesota

Financial economics, and the calculations of time and uncertainty derived from it, are playing an increasingly important role in non-finance areas, such as monetary and environmental economics. Since students often find the link between financial economics and equilibrium theory hard to grasp, they devote less attention to purely financial topics such as calculation of derivatives, while aiming to make the connection explicit and clear in each stage of the exposition. Emphasis is placed on detailed study of two-date models, because almost all of the key ideas in financial economics can be developed in the two-date setting. In addition to rigorous analysis, substantial sections of discussion and examples are included to make the ideas readily understandable.

“This is an excellent introduction to the exciting field of financial economics, rigorous yet filled with economic intuition, and with a refreshing emphasis on equilibrium that is reminiscent of Debreu’s elegant and pithy monograph.”

Andrew Lo, Massachusetts Institute of Technology

Financial Derivatives

Pricing, Applications, and Mathematics

Jamil Baz
Deutsche Bank, London

and George Chacko
Harvard Business School

This book offers a complete, succinct account of the principles of financial derivatives pricing. The first chapter provides readers with an intuitive exposition of basic random calculus. Concepts such as volatility and time, random walks, geometric Brownian motion, and Ito’s lemma are discussed heuristically. The second chapter develops generic pricing techniques for assets and derivatives, determining the notion of a stochastic discount factor or pricing kernel, and then uses this concept to price conventional and exotic derivatives. The third chapter applies the pricing concepts to the special case of interest rate markets, namely, bonds and swaps, and discusses factor models and term structure consistent models. The fourth chapter deals with a variety of mathematical topics that underlie derivatives pricing and portfolio allocation decisions such as mean-reverting processes and jump processes and discusses related tools of stochastic calculus such as Kolmogorov equations, martingales techniques, stochastic control, and partial differential equations.


Publication May 2003

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Hedge Funds in Emerging Markets
Gordon de Brouwer
Australian National University, Canberra

Largely exempt from regulation and shrouded in secrecy, hedge funds are one of the most controversial institutions in modern finance. De Brouwer here presents a nuanced and balanced view of the subject, explaining the workings of hedge funds using case study material from Hong Kong, Indonesia, Malaysia, Singapore, Australia and New Zealand from 1997 and 1998. This volume considers the future of hedge funds, their role for institutional investors, and policy proposals to limit their destabilising effects.

2001 228 x 152 mm 240pp 10 tables 53 figures
0 521 80233 4 Hardback £32.50

Risk Management
Value at Risk and Beyond
Edited by M. A. H. Dempster
University of Cambridge

The use of derivative products in risk management has spread from commodities, stocks and fixed income items, to such virtual commodities as energy, weather and bandwidth. All this can give rise to so-called volatility and there has been a consequent development in formal risk management techniques to cover all types of risk: market, credit, liquidity, etc. One of these techniques, Value at Risk, was developed specifically to help manage market risk over short periods. Its success led, somewhat controversially, to its take up and extension to credit risk over longer time-scales. This extension, ultimately not successful, led to the collapse of a number of institutions.

2002 228 x 152 mm 288pp 63 line diagrams 32 tables
0 521 78180 9 Hardback £47.50
Decision Making using Game Theory
An Introduction for Managers
Anthony Kelly
University of Southampton

Game theory is a key element in most decision making processes involving two or more people or organisations. This book explains how game theory can predict the outcome of complex decision making processes, and how it can help you to improve your own negotiation and decision making skills. It is grounded in well-established theory, and offers a fresh approach to what is becoming an essential weapon in the armoury of the informed manager. The book is accessibly written, explaining in simple terms the underlying mathematics behind games of skill, before moving on to more sophisticated topics such as zero-sum games, mixed-motive games, and multi-person games, coalitions and power. Clear examples and helpful diagrams are used throughout, and the mathematics is kept to a minimum. Written for managers, students and decision makers in any field.

Contents:

2003 247 x 174 mm 200pp 39 line diagrams 57 tables
0 521 81462 6 Hardback c. £24.95
Publication February 2003

Satisficing Games and Decision Making
With Applications to Engineering and Computer Science
Wynn Stirling
Brigham Young University, Utah

In our day-to-day lives we constantly make decisions which are simply ‘good enough’ rather than optimal. Most computer-based decision making algorithms, on the other hand, doggedly seek only the optimal solution based on rigid criteria and reject any others. In this book, Professor Stirling outlines an alternative approach, using novel algorithms and techniques which can be used to find satisficing solutions. Building on traditional decision and game theory, these techniques allow decision-making systems to cope with more subtle situations where self and group interests conflict, perfect solutions can’t be found and human issues need to be taken into account – in short, more closely modelling the way humans make decisions. The book will therefore be of great interest to engineers, computer scientists and mathematicians working on artificial intelligence and expert systems.

• Provides a mathematically rigorous definition of satisficing
• Describes new techniques for multi-agent decision making accounting for social as well as individual interests

Contents:

2003 247 x 174 mm 250pp 20 line diagrams
0 521 81724 2 Hardback c. £55.00
Publication April 2003
Discrete Choice Methods with Simulation
Kenneth E. Train
University of California, Berkeley and NERA Inc.

This book describes the new generation of discrete choice methods, focusing on the many advances that are made possible by simulation. Researchers use these statistical methods to examine the choices that consumers, households, firms, and other agents make. Each of the major models is covered: logit, generalized extreme value, or GEV (including nested and cross-nested logits), probit, and mixed logit, plus a variety of specifications that build on these basics. Simulation-assisted estimation procedures are investigated and compared, including maximum simulated likelihood, method of simulated scores. Procedures for drawing from densities are described, including variance reduction techniques such as antithetics and Halton draws. Recent advances in Bayesian procedures are explored, including the use of the Metropolis-Hastings algorithm and its variant Gibbs sampling. No other book incorporates all these fields, which have arisen in the past 20 years. The procedures are applicable in many fields, including energy, transportation, environmental studies, health, labor, and marketing.


2003 228 x 152 mm 344pp 44 line diagrams 13 tables 0 521 01715 7 Paperback £22.95 Publication January 2003

Stated Choice Methods
Analysis and Applications
Jordan J. Louviere
University of Sydney
David A. Hensher
University of Sydney
and Joffre D. Swait
University of Florida

With contributions by Wiktor Adamowicz

This guide to analysing consumer choice behaviour concentrates on stated preference (SP) methods – placing decision makers in controlled experiments that yield hypothetical choices – rather than revealed preferences (RP) – actual choices in the market. The authors show how SP methods can be implemented, from experimental design to econometric modelling of choice, and combined with RP data to get the best from each type.

The book also presents an update of econometric procedures to models, Central to welfare economics, econometrics, decision sciences, marketing, transport planning, environmental evaluation, geography, statistics.

2000 247 x 174 mm 418pp 110 tables 54 figures 0 521 78275 9 Hardback £75.00 0 521 78830 7 Paperback £27.95

A Theory of Case-Based Decisions
Itzhak Gilboa
Tel-Aviv University and Ohio State University
and David Schmeidler
Tel-Aviv University

Gilboa and Schmeidler provide a new paradigm for modelling decision making under uncertainty. Unlike the classical theory of expected utility maximization, case-based decision theory does not assume that decision makers know the possible ‘states of the world’ or the outcomes, let alone the decision matrix attaching outcomes to act-state pairs. Case-based decision theory suggests that people make decisions by analogies to past cases: they tend to choose acts that performed well in the past in similar situations, and to avoid acts that performed poorly. It is an alternative to expected utility theory when both states of the world and probabilities are neither given in the problem nor can be easily constructed. The authors describe the general theory and its relationship to planning, repeated choice problems, inductive inference, and learning; they highlight its mathematical and philosophical foundations and compare it with expected utility theory as well as with rule-based systems.

2001 216 x 138 mm 210pp 0 521 00311 3 Paperback £14.95

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The Cambridge Dictionary of Statistics
Second edition
B. S. Everitt
King’s College London

If you use statistics and need a useful, up-to-date reliable sourcebook that provides simple definitions and explanations of statistical and statistics-related concepts, then look no further than this dictionary. Some 3500 terms are defined, a considerable increase over the first edition. In addition, short biographies of over 100 important statisticians are included. The majority of definitions include a reference to a book or article where the user can seek an extended account of a term if required, and many are accompanied by graphical material to aid understanding.

“This is already the most useful book on my shelf … excellent value and it is highly recommended as a reference text for anyone who is even mildly interested in statistics.”

The Statistician

Introductory Econometrics for Finance
Chris Brooks
University of Reading

This is the first textbook to teach introductory econometrics to finance majors. The text is data- and problem-driven, giving students the skills to estimate and interpret models, whilst having an intuitive grasp of the underlying theoretical concepts. The approach of Dr Brooks, based on the successful course he teaches at the ISMA Centre, one of Europe’s leading finance schools, ensures that the text focuses squarely on the needs of finance students, including advice on planning and executing a project in empirical finance. The book assumes no prior knowledge of econometrics, and covers important modern topics such as time-series forecasting, volatility modelling, switching models and simulation methods. It includes detailed examples and case studies from the finance literature. Sample instructions and output from two popular and widely available computer packages (EViews and WinRATS) are presented as an integral part of the text. Extensive web-based supporting materials are available free of charge.


The Econometric Modelling of Financial Time Series
Second edition
Terence C. Mills
Loughborough University

A substantially revised and updated second edition of Terry Mills’ best-selling graduate textbook The Econometric Modelling of Financial Time Series. The book provides detailed coverage of the variety of models that are currently being used in the empirical analysis of financial markets. Covering bond, equity and foreign exchange markets, it is aimed at scholars and practitioners wishing to acquire an understanding of the latest research techniques and findings, and also graduate students wishing to research into financial markets. This second edition provides a more in-depth treatment of two crucial, and related, areas: the theory of integrated processes and cointegration. Completely new material discusses the distributional properties of asset returns and recent and novel techniques of analysing and interpreting vector autoregressions that contain integrated and possibly cointegrated variables.

From the reviews of previous editions: ‘A valuable textbook for a graduate course in the econometrics of financial modelling.’ Svend Hylleberg, The Economic Journal
In this short and very practical introduction to econometrics Philip Hans Franses guides the reader through the essential concepts of econometrics. Central to the book are practical questions in various economic disciplines, which can be answered using econometric methods and models. The book focuses on a limited number of the essential, most widely used methods, before going on to review the basics of econometrics. The book ends with a number of case studies drawn from recent empirical work to provide an intuitive illustration of what econometricians do when faced with practical questions. Throughout the book Franses emphasises the importance of specification, evaluation and implementation of models appropriate to the data. Assuming basic familiarity only with matrix algebra and calculus the book is designed to appeal as either a short stand-alone introduction for students embarking on an empirical research project or as a supplement to any standard introductory textbook.

- A concise, practical introduction for students
- Assumes only basic knowledge of mathematics and statistics
- Practical and applied orientation

2002 216 x 138 mm 129pp 5 line diagrams
0 521 81769 2 Hardback £37.50
0 521 52090 8 Paperback £13.95

The econometric analysis of economic and business time series is a major field of research and application. The last few decades have witnessed an increasing interest in both theoretical and empirical developments in constructing time series models and in their important application in forecasting. In Time Series Models for Business and Economic Forecasting, Philip Franses examines recent developments in time series analysis. The early parts of the book focus on the typical features of time series data in business and economics. Part III is concerned with the discussion of some important concepts in time series analysis, the discussion focuses on the techniques which can be readily applied in practice. Parts IV-VIII suggest different modeling methods and model structures. Part IX extends the concepts in chapter three to multivariate time series. Part X examines common aspects across time series.

“Franses reviews the more recent developments in modeling time series to focus on generating ex ante forecasts: seasonal unit roots, period models, aberrant observations, and common features. For each method, intuitive motivation and practical considerations are discussed in detail, making the book very readable … should be beneficial for students and instructors of applications-oriented courses as well as for practitioners who wish to obtain a first, but not too technical, impression of time series forecasting using modern, recently developed methods.”

Journal of the American Statistical Association

1998 228 x 152 mm 296pp 51 tables 44 figures
0 521 77041 6 Hardback £60.00
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Although many of the models commonly used in empirical finance are linear, the nature of financial data suggests that non-linear models are more appropriate for forecasting and accurately describing returns and volatility. The enormous number of non-linear time series models appropriate for modeling and forecasting economic time series models makes choosing the best model for a particular application daunting. This classroom-tested advanced undergraduate and graduate textbook – the most up-to-date and accessible guide available – provides a rigorous treatment of recently developed non-linear models, including regime-switching and artificial neural networks. The focus is on the potential applicability for describing and forecasting financial asset returns and their associated volatility. The models are analysed in detail and are not treated as ‘black boxes’. Illustrated using a wide range of financial data, drawn from sources including the financial markets of Tokyo, London and Frankfurt.

Contents:

2000 247 x 174 mm 296pp 51 tables 44 figures
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Textbook

Quantitative Models in Marketing Research
Philip Hans Franses
Erasmus Universiteit Rotterdam
and Richard Paap
Erasmus Universiteit Rotterdam

This book presents the most important and practically relevant quantitative models for marketing research. Each model is presented in detail with a self-contained discussion, which includes: a demonstration of the mechanics of the model, empirical analysis, real world examples, and interpretation of results and findings. The reader will learn how to apply the techniques, as well as understand the latest methodological developments in the academic literature. Pathways are offered for students and practitioners with differing numerical skills, although a knowledge of elementary numerical techniques is assumed.


Assumption-Based Planning
A Tool for Reducing Avoidable Surprises
James A. Dewar
RAND Corporation, California

Unwelcome surprises in the life of any organization can often be traced to the failure of an assumption that the organization’s leadership didn’t anticipate or had ‘forgotten’ it was making. Assumption-based planning (ABP) is a tool for identifying as many as possible of the assumptions underlying the plans of an organization and bringing those assumptions explicitly into the planning process. This book presents a variety of techniques for rooting out those vulnerable, crucial assumptions. The book also presents steps for monitoring all the vulnerable assumptions of a plan, for taking actions to control those vulnerable assumptions where possible, and for preparing the organization for the potential failure of those assumptions where control is not possible. The book provides a variety of examples and practical advice for those interested in carrying out an application of ABP in the fields of business, management, strategic planning, engineering, and in military applications.


Benefit-Cost Analysis
Financial and Economic Appraisal using Spreadsheets
Harry Campbell
University of Queensland
and Richard Brown
University of Queensland

This text offers the perfect introduction to social benefit-cost analysis. The first part deals with the basic theory and procedures. In Part Two some more advanced material, mainly dealing with the valuation of internationally tradeable goods and projects that affect market prices, is presented. Part Three introduces a number of special topics including the treatment of risk and uncertainty, income distributional effects and the valuation of non-marketed goods. Throughout the text the emphasis is on applications, and a worked case study is progressively undertaken as an illustration of the analytical principles in operation. The volume has several unique features: the close integration of spreadsheet analysis with analytical principles; the spreadsheet approach provides an invaluable cross-check on the accuracy of the appraisal; and the book is structured in a way that allows readers to choose the level of analysis which is relevant to their own purposes.

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