Management

Governance
Business Ethics
Leadership
International Business
Applied Economics and Managerial Economics
Strategic Management
Sales and Marketing
Organizational Sciences
Innovation and Entrepreneurship
Healthcare Management
Technology Management
Business History
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Anthony Kelly
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Second edition
Frank Clarke
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Graeme Dean
University of Sydney
and Kyle Oliver
University of Sydney

This revised edition tells why accounting has failed to deliver the truth about a company’s state of affairs or to give warning of its drift towards failure. A number of well-known cases of corporate collapse are studied and the recent HIH and One.Tel collapses have been included for this edition.

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Joan Ernst van Aken
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Eindhoven University of Technology
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Eindhoven University of Technology

This concise guide to the design and execution of practical projects in real organizational settings outlines a methodology which is both result-oriented and theory-based. It provides in-depth discussion of the various steps in the process of business problem solving, while examining technical, economic, political and cultural aspects of problems.

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T. Inagami
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Doshisha Business School

Following the troubled 1990s, Whittaker and Inagami explore the changes in employment practices, corporate governance and management priorities, drawing on rich original data and providing in-depth analysis of Hitachi, a leading electric company and enterprise group. Ideal reading for readers looking for fresh perspectives on the future of Japanese business.

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Jean du Plessis
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James McConville
Deakin University, Victoria
and Mirko Bagaric
Deakin University, Victoria

Principles of Contemporary Corporate Governance aims at providing a concise presentation of key topics and emerging themes in corporate governance. The text provides both law and business students, as well as practitioners of law and management, with an easy-to-follow explanation and analysis of key corporate governance principles.

Convergence and Persistence in Corporate Governance
Edited by Jeffrey N. Gordon
Columbia University, New York
and Mark J. Roe
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Corporate governance is on the reform agenda globally. Is the Anglo-American model of shareholder capitalism destined to become the global corporate governance standard or will important differences persist? Leading scholars address this with sophisticated political economy analysis that is also attuned to legal frameworks. Of interest for postgraduates and academics.

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T. Inagami
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The Modernisation of EU Competition Law Enforcement in the European Union
FIDE 2004 National Reports
Edited by Dermot Cahill
University College Dublin
John D. Cooke
European Court of First Instance, Luxembourg
Wouster Wils

This book is the most wide ranging and comprehensive international survey ever undertaken, covering how 25 EU members are adapting their domestic anti-trust laws in preparation for the modernisation and decentralisation of EU anti-trust enforcement brought about by Regulation 1/2003, in force from 1 May 2004.

- 2004 228 x 152 mm 754pp
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Pure Economic Loss in Europe
Edited by Mauro Bussani
Università degli Studi di Trieste
and Vernon Valentine Palmer
Tulane University, Louisiana

This comprehensive study of pure economic loss in Europe uses a fact-based comparative method and in-depth research into the laws of thirteen European countries. Includes a historical and analytical introduction to economic loss.

The Common Core of European Private Law
- 2003 228 x 152 mm 638pp
- 978 0 521 82464 8 (0 521 82464 8)
Hardback £75.00

Intellectual Property
Economic and Legal Dimensions of Rights and Remedies
Roger D. Blair
University of Florida
and Thomas F. Cotter
University of Florida

This book gives a brief overview of patents, trade secrets, copyrights, and trademarks, and the enforcement and licensing of IPRs, focusing on the remedies available for infringement, the standard of care and the rules for determining standing to sue and joiner of defendant for IPR violations.

- 2005 228 x 152 mm 314pp
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Integrity offers a timely, comprehensive recognition and civic cooperation. Of civil society, they must facilitate inclusive that if corporations are to meet the needs environmental challenges. He demonstrates interpersonal, organizational, civic and they try to respond ethically to cultural, challenges facing modern businesses as they face reality in terms of organizational design, communication practices, working relationships, and leadership styles to answer this question. Marvin T. Brown explores the five key leadership styles to answer this question.

Corporate Integrity is essential reading for professionals in organizational ethics, business leaders, and graduate students looking for practical and reflective insights into doing business with integrity and purpose.

‘When Kofi Annan claims that ‘we are not asking corporations to do something different from their normal business; we are asking them to do their normal business differently’, very few really know what this means. Marvin Brown succeeds in showing us how … Instead of looking at business from a moral or top down perspective, he employs civic perspectives that allow different voices to be heard, various perspectives and views to be voiced, and multiple futures to be discussed. He advocates a relational approach where dialogue is the means, changing the pattern of communication part of the process and the ultimate goal is living in relationships of integrity. A timely contribution to our world today, where cynicism about business integrity is at an all time high.’

Heidi von Weltzien Hoivik, President, European Business Ethics Network

Contents: Preface; 1. The context for corporate integrity; 2. Cultural integrity as openness; 3. Interpersonal integrity as relational wholeness; 4. Organizational integrity as pursuing a worthwhile purpose; 5. Social integrity as civic cooperation; 6. Environmental integrity as natural prosperity; 7. Corporate integrity and organizational leadership; Appendix: assessment worksheets; Bibliography.

— 2005 228 x 152 mm 284pp 31 figures
Hardback £50.00
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Paperback £19.99
978 0 521 60657 8 (0 521 60657 8)

Companies, International Trade and Human Rights
Janet Dine
Queen Mary, University of London

This book considers the role of corporations within the trading system, including actions of corporations and their motives. The book assesses remedial devices such as Codes of Conduct and Human Rights instruments, seeking reasons for the failure of trade to reduce poverty, and considers the role of companies in globalisation.

Cambridge Studies in Corporate Law, 4
— 2005 228 x 152 mm 354pp
Hardback £55.00
978 0 521 82861 8 (0 521 82861 9)

Understanding Ethical Failures in Leadership
Terry Price
University of Richmond

Price brings a multi-disciplinary approach to an understanding of why leaders fail ethically in the public, private, and non-profit sectors. He argues that leaders acknowledge moral requirements but are mistaken as to their own applicability and relevance in particular situations, allowing themselves exceptions to this rule.

Cambridge Studies in Philosophy and Public Policy
— 2005 228 x 152 mm 238pp
Hardback £40.00
978 0 521 83724 8 (0 521 83724 3)

Paperback £14.99
978 0 521 54597 6 (0 521 54597 8)

The Role of Business in Fostering Peaceful Societies
Timothy L. Fort
University of Michigan, Ann Arbor
and Cindy A. Schipani
University of Michigan, Ann Arbor

A fresh approach to understanding business in its social context. In contrast to the assumptions behind anti-globalization protests, the book contends that businesses which embrace their role in the community, work across cultures, promote economic development and invite external evaluation of their affairs can in fact foster a peaceful society.

— 2004 228 x 152 mm 244pp 5 tables
Hardback £40.00
978 0 521 83262 5 (0 521 83262 4)

Conflicts of Interest: Challenges and Solutions in Business, Law, Medicine, and Public Policy
Edited by Don A. Moore
Carnegie Mellon University, Pennsylvania
Dayllan M. Cain
Carnegie Mellon University, Pennsylvania
George Loewenstein
Carnegie Mellon University, Pennsylvania
and Max H. Bazerman
Harvard University, Massachusetts

This collection explores the subject of conflicts of interest. It investigates how to manage conflicts of interest, how they can affect well-meaning professionals, and how they can limit the effectiveness of corporate boards, undermine professional ethics, and corrupt expert opinion. The results offer a sobering prognosis for professional ethics and for anyone who relies on professionals who have conflicts of interest.

— 2006 228 x 152 mm 526pp 5 tables
Hardback £25.00
978 0 521 85496 2 (0 521 85496 2)
Leadership

Sharing Executive Power

Roles and Relationships at the Top
José Luis Alvarez
Instituto de Empresa Business School, Madrid
and Silviya Svejenova
ESADE Business School, Barcelona

There are numerous examples of two or three executives who share the responsibilities at the top. Their collaboration is indispensable in addressing the dilemmas of the top job and the demands of today’s corporate governance. Sharing Executive Power examines the behaviour of such duos, trios and small teams, what roles their members play and how their professional and inter-personal relationships bind their work together. The book is essential reading for academics, graduates, MBAs, and executives interested in improving the design of corporate power structures and enhancing cooperation at the top.

• An original and stimulating analysis of leadership structures and their implications
• Case studies from the automobile, financial and creative sectors
• Historical examples ranging from the Roman Empire to the White House

‘Even though popular images of power center on a solitary heroic figure at the top, the reality of power at the top is increasingly different. Power is often shared among a small group of co-leaders (think CEO-COO, co-CEOs, CEO-Chairman, etc). Alvarez and Svejenova are pioneers in tackling this understudied leadership phenomenon. This book helps us understand shared leadership at the top both theoretically and practically. It is a must read for scholars interested in leadership and for practitioners who understand the necessity and difficulty of creating effective shared leadership.’

Nitin Nohria, Harvard Business School

The authors highlight the importance of roles and integration as key elements of organisational governance. They reveal the central roles of rules, politics and trust as central to strategic decision making amongst the corporate elite. Full of well-researched cases and examples, this book stands with the pioneering books of organisation and contingency theories upon whose inspiration it draws. A must read for those interested in governance, power and strategic decision making.’

David C. Wilson, Professor of Strategy and Organisation, University of Warwick Business School

‘Alvarez and Svejenova take on and debunk one of the oldest beliefs in business – that there can be only one chief. More often than not, innovations in business happen between people, not within them; so why not apply that thinking to the top? Sharing Executive Power is a great read for anyone looking to create more value from their leadership structure.’

Jerry A. Greenberg and J. Stuart Moore, Co-Chief Executive Officers, Co-Chairmen of Sapient Corp.


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International Business

TEXTBOOK

Nations and Firms in the Global Economy
An Introduction to International Economics and Business
Steven Brakman
Rijksuniversiteit Groningen, The Netherlands
Harry Garretsen
Universiteit Utrecht, The Netherlands
Charles Van Marrewijk
Erasmus Universiteit Rotterdam
and Arjen Van Witteloostuijn
Rijksuniversiteit Groningen, The Netherlands

This accessible introduction to the world economy and to the theory and practice of globalization argues that key topics in international economics cannot be understood without knowledge of international business, and vice versa. It reviews and combines insights from both literatures and applies them to real-world issues, clearly explaining the main concepts of international economics and business in a uniquely integrated approach. This accessible text contains numerous international examples and is a clear and comprehensive account of how nations and firms function in the modern era of global competition.

• The first textbook to integrate the literature of international economics and international business
• A comprehensive, accessible introduction to the key topic of globalisation
• A student-friendly text with numerous examples, tables, diagrams, and special interest boxes, in addition to a companion website

‘International trade and international business have hitherto existed in two separate worlds – a world of nations and a world of firms – in academic teaching and even in research. This book gives us a welcome integration of the two at the level of teaching. Students who use it will develop a unified vision that will benefit them in their future careers, whether in business, government, international institutions, or academic research.’

Avinash K. Dixit, Department of Economics, Princeton University

Contents:
• Tables; Figures; Boxes; Preface; Course structure; Part I. Introduction: 1. The global economy; 2. International accounting practices; Part II. Firms, Trade, and Location:
• 3. Trade and comparative advantage;
• 4. Trade and competitive advantage;

— 2006 247 x 174 mm 474pp 70 tables 95 figures
— 978 0 521 83298 4 (0 521 83298 5) Hardcover £55.00
— 978 0 521 54057 5 (0 521 54057 7) Paperback £24.99

FORTHCOMING

The Global Economy in the 1990s
A Long-Run Perspective
Edited by Paul W. Rhode
University of North Carolina, Chapel Hill
and Gianni Toniolo
Università degli Studi di Roma ‘Tor Vergata’

Some of the most eminent economic historians of our times place the 1990s in their historical context in this thought-provoking volume. They address key issues in this fascinating and contradictory period of economic development, helping us to understand what lies ahead for the world economy in the twenty-first century.

— 2006 228 x 152 mm 334pp 54 tables 49 figures
— 978 0 521 61790 1 (0 521 61790 1) Paperback £19.99

International Business and Government Relations in the 21st Century
Edited by Robert Grosse
Thunderbird American Graduate School of International Management, Arizona

This book offers an outlook on relations between national governments and multinational companies that provides broad coverage of the key issues likely to determine that relationship in the new century. From the perspective of the company decision maker concerned with national regulation, to the host government policymaker in an emerging market, to the home government policymaker in a Triad country, each dimension is considered and analyzed in light of the others. As well, additional stakeholders such as labor groups are discussed and their impacts on the relationship are evaluated.

‘With a virtual who’s-who from the field of international business-government relations, this volume analyzes complementary and antagonistic interactions between firms and governments. Rich in new detail, but grounded in a thorough historical appreciation of the literature, this work will appeal to academics and practitioners in developed and developing countries alike.’

Theodore H. Moran, Marcus Wallenberg Professor of International Business and Finance, Georgetown University

— 2005 228 x 152 mm 542pp
— 978 0 521 85002 5 (0 521 85002 9) Hardcover £30.00

FEATURE TITLE

The Rise of Spanish Multinationals
European Business in the Global Economy
Mauro Guillén
Wharton School, University of Pennsylvania

Since 1992, Spanish companies in a variety of industries have acquired a prominent presence in the global economy, especially in Latin America and Europe. Companies such as Telefónica, Banco Santander, Repsol-YPF and Inditex (the owner of the Zara brand) have catapulted themselves to become major international competitors, making Spain one of the world’s ten largest foreign direct investors. Mauro Guillén offers not only an explanation of why this has happened, but also an assessment of the economic, financial, political and social consequences for Spain and for Europe. In this analysis, he also addresses the weaknesses of the Spanish multinationals, especially their lack of proprietary technology and their primary focus on Latin America. The book concludes with the argument that the Spanish multinational firms ought to consolidate their European positions through mergers and acquisitions, opening up new possibilities for further expansion in North America and Asia.

‘This fascinating book constitutes the best documented and richest analysis to date of the economic, social and political causes and repercussions for both Spain and Europe of the rise of the Spanish multinational firm. Of great value not just to readers...’
interested in the Spanish economy but also to all those who want to better understand the process of globalization.’
Jose Viñals, Director General, Bank of Spain


**Leviathans**

Multinational Corporations and the New Global History
Edited by Alfred D. Chandler, Jr
Harvard University, Massachusetts
and Bruce Mazlish
Massachusetts Institute of Technology

A ground-breaking exploration of multinational corporations and differs from other books on the subject by offering the reader a totally global perspective of multinationals. The book paints a compelling and coherent picture of the way these businesses affect almost all areas of our existence.

**The Regional Multinationals**

MNEs and ‘Global’ Strategic Management
Alan M. Rugman
Indiana University

Many firms label themselves ‘global’ but very few can back this up with worldwide sales and operations. The Regional Multinationals authoritative shows that most multinationals are in fact strongly regional and that only a tiny percentage of the world’s top 500 companies sell the same product and deliver the same services globally. Rugman exposes the facts behind the popular myths of doing business globally, explores a variety of regional models and offers an authoritative agenda for future business strategy. An essential resource for academics and advanced students in management.

**Japan’s Network Economy**

Structure, Persistence, and Change
James R. Lincoln
University of California, Berkeley
and Michael L. Gerlach
University of California, Berkeley

This book traces the evolution of Japan’s network economy during the twentieth century, concluding that relationships are still central to the Japanese way of business, but are much more subordinated to the strategies of individual enterprises than the Japanese network economy of the past.

**The INSEAD-Wharton Alliance on Globalizing Strategies for Building Successful Global Businesses**

Edited by Hubert Gatignon
INSEAD, Fontainebleau
and John R. Kimberly
Wharton School, University of Pennsylvania
With Robert E. Gunther
Gunther Communications

A distinguished group of faculty from The Wharton School and INSEAD examine diverse forces that are driving firms to globalize, the consequences – positive and negative – that accompany increasing globalization, and their managerial and political implications. The book offers a multi-faceted view of challenges and strategies for managers in building global businesses. This non-partisan treatment is an important addition to the often strident and heavily rhetorical debates about global business. This timely book should be of interest to managers as well as to policy makers and leaders of non-governmental organizations.

‘… a milestone on the unified academic treatment of global business.’
getAbstract.com

**Changing Japanese Capitalism**

Societal Coordination and Institutional Adjustment
Michael A. Witt
INSEAD, France

This systematic assessment of continuity and change in the central elements of Japanese business since 1990 links the slow rate of institutional change to high levels of societal coordination in the Japanese political economy. It also provides insights into intra-industry loops, a key type of social networking in Japanese business.

**FORTHCOMING**

Structural Analysis in the Social Sciences, 24

– 2004 228 x 152 mm 430pp 25 line diagrams 40 tables

– 2006 228 x 152 mm  c. 180pp 19 tables 21 figures

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A Handbook on Anti-Dumping Investigations
Judith Czako
World Trade Organization
Johann Human
World Trade Organization
and Jorge Miranda
World Trade Organization
This handbook covers the major areas arising in anti-dumping investigations as embodied in the relevant WTO provisions, providing an exposition of well-sourced information, explanations and guidance for grasping the intricacies of anti-dumping proceedings. This will assist investigators, government officials, importing and exporting enterprises, and academics concerned with international trade issues.

Global e-commerce
Impacts of National Environment and Policy
Edited by Kenneth L. Kraemer
University of California, Irvine
Jason Dedrick
University of California, Irvine
Nigel P. Melville
University of Michigan
and Kevin Zhu
University of California, Irvine
This is the first global assessment of the diffusion and impact of e-business as a basis for understanding how it is likely to evolve. It provides invaluable insights into the forces driving and inhibiting diffusion of B2B and B2C across countries and industries.

The Economic Way of Thinking
Richard B. McKenzie
University of California, Irvine
and Dwight R. Lee
University of Georgia
This is the first textbook in microeconomics written exclusively for MBA students. McKenzie and Lee minimize attention to mathematics and maximize attention to intuitive economic thinking. The text is structured clearly and accessibly; Part I of each chapter outlines the basic theory and Part II applies this basic theory to management issues. ‘Perspective’ sections in each chapter provide a new line of argument or different take on a business or policy issue, and carefully chosen topics and review questions are designed to spark lively and instructive debates. Throughout the book, McKenzie and Lee aim to infuse students with the economic way of thinking in the context of a host of problems that MBA students, as future managers of real-world firms, will find relevant to their career goals.

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Editor-in-Chief: Lisa L. Martin
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and Beth V. Yarbrough
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Published on behalf of the International Organization Foundation
International Organization is a leading peer-reviewed journal that covers the entire field of international affairs. Subject areas include: foreign policies, international relations, international and comparative political economy, security policies, environmental disputes and resolutions, European integration, alliance patterns and war, bargaining and conflict resolution, economic development and adjustment, and international capital movements.

Microeconomics for MBAs
The Economic Way of Thinking for Managers
Richard B. McKenzie
University of California, Irvine
and Dwight R. Lee
University of Georgia
This is the first textbook in microeconomics written exclusively for MBA students. McKenzie and Lee minimize attention to mathematics and maximize attention to intuitive economic thinking. The text is structured clearly and accessibly; Part I of each chapter outlines the basic theory and Part II applies this basic theory to management issues. ‘Perspective’ sections in each chapter provide a new line of argument or different take on a business or policy issue, and carefully chosen topics and review questions are designed to spark lively and instructive debates. Throughout the book, McKenzie and Lee aim to infuse students with the economic way of thinking in the context of a host of problems that MBA students, as future managers of real-world firms, will find relevant to their career goals.

• Specially designed with only the needs and interests of MBA students in mind
• Microeconomic theory is kept free of technical complexities and illustrated with real problems
• Written in an engaging and accessible style
• Unlike other microeconomics textbooks, it focuses on improving management skills by discussing how managers can make better decisions within their firms
• Accompanying DVD of Professor McKenzie lecturing covers concepts all MBA students need to understand, as well as elucidating complex lines of argument and acting as a revision aid

This is a ‘must see’ for faculty teaching the MBAs.”

J. R. Clark, Probasco Chair, The University Of Tennessee/Chattanooga

How are our societies being transformed by internet and digital economics? This book provides an accessible introduction to the economics of the internet and a comprehensive account of the key mechanisms and applications. It contains over a hundred examples illustrating the applicability of economic analysis not only to mainline economic topics but also issues in politics, history, biology, the family, and many other areas.

- 2005 253 x 177 mm 630pp
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- 978 0 521 52342 4 (0 521 52342 7) Paperback £30.00

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**Price Theory and Applications**

**Decisions, Markets, and Information**

Seventh edition

Jack Hirshleifer
Amihai Glazer
University of California, Irvine
and Nicolas Curien

This new seventh edition of the book offers extensive discussion of information, uncertainty, and game theory. It contains over a hundred examples illustrating the applicability of economic analysis not only to mainline economic topics but also issues in politics, history, biology, the family, and many other areas.

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**Managerial Economics**

**A Problem-Solving Approach**

Nick Wilkinson
Richmond: The American International University in London

This textbook covers all the main aspects of managerial economics. It includes numerous and extensive case studies, as well as review questions and problem-solving sections.

- 2005 247 x 174 mm 556pp 85 figures
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- 978 0 521 52625 8 (0 521 52625 6) Paperback £35.00

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**Handbook of Procurement**

Edited by Nicola Dimitri
Università degli Studi, Siena

Gustavo Piga
Università degli Studi di Roma “Tor Vergata”

and Giancarlo Spagnolo
Stockholm School of Economics

How can organisations ensure that they get best value for money in their procurement decisions? Inspired by frontier research, this handbook offers expert guidance on the fundamental aspects of successful procurement design and management in firms, public administrations and international institutions.

- 2006 247 x 174 mm 500pp 19 tables 9 figures
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- Publication September 2006

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**Standards and Public Policy**

Edited by Shane Greenstein
Kellogg School of Management, Northwestern University

and Victor Stango
Tuck School of Business, Dartmouth College

Despite general agreement that technological standards are important, there is much less agreement on the central policy questions, such as whether markets choose the best standards, and what constitutes appropriate public policy toward standards. In this volume, leading researchers in the field focus on these key questions.

- 2006 228 x 152 mm 350pp
- 978 0 521 86450 3 (0 521 86450 X) Hardback c. £45.00
- Publication November 2006

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**The Economics of Overtime Working**

Robert A. Hart
University of Stirling

Numerous individuals throughout international labour markets work hours in excess of their standard contractual hours. Professor Hart presents the first comprehensive economic evaluation of this phenomenon, examining theoretical, empirical and policy aspects of overtime hours and pay, including comparison of international evidence from the United States, Western Europe and Japan.

- 2004 228 x 152 mm 180pp 12 tables 38 graphs
- 978 0 521 80142 3 (0 521 80142 7) Hardback £45.00

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**The Economics of Franchising**

Roger D. Blair
University of Florida

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University of Michigan, Ann Arbor

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TEXTBOOK

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Nicola Acocella
Università degli Studi di Roma ‘La Sapienza’, Italy
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Franco Modigliani
Massachusetts Institute of Technology
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Mcube Investment Technologies

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European Investment Bank

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Joseph Farrell
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University of California, Berkeley

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Business, Biotechnology, and Intellectual History
Mark De Rond
University of Cambridge

Foreword by Anne Huff

How can we explain a proliferation of alliances when the probability of failure is higher than success? And why have we emphasized their order, manageability and predictability whilst acknowledging that they tend to be experienced as messy, politically charged and unpredictable?

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Curtin University of Technology, Perth

Yuki Miyamoto
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Ruth Taylor
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Green Clubs, ISO 14001, and Voluntary Environmental Regulations

Aseem Prakash
University of Washington

and Matthew Potoski
University of Michigan, Ann Arbor

and John W. Maxwell
Indiana University

This is the first book to provide a hard-headed economic view of voluntary approaches to environmental issues. Both corporate and government initiatives are viewed within a political framework where special interest groups have powerful influence. It will appeal to business strategists and policy practitioners, as well as scholars and researchers.

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The Voluntary Environmentalists

Green Clubs, ISO 14001, and Voluntary Environmental Regulations

Aseem Prakash
University of Washington

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Iowa State University

New instruments such as voluntary programs are an increasingly important feature of environmental protection policy. This book offers a theoretical framework to analyze their effectiveness, and investigates the adoption and efficacy of ISO 14001, the most widely recognized voluntary environmental program in the world.

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- Publication December 2006

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University of Virginia

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A Step-by-Step Approach  
Richard M. Burton  
Duke University, North Carolina  
Gerardine DeSanctis and Børge Obel  
Aarhus School of Business, Denmark

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- Publication December 2006

**Rethinking Work**  
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and Mark Hearn  
University of Sydney

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Katherine V. W. Stone
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Patricia Wallace
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- 2005 228 x 152 mm 452pp
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Investing in Human Capital
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Miguel Palacios Lleras
University of Virginia
Foreword by Nicholas Barr
London School of Economics and Political Science
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Loizos Heracleous
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A Behavioral Perspective on Innovation and Change
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‘… an extraordinarily impressive achievement and a must-read for all serious students of organizational learning, innovation, decision-making, and performance … No one can afford to overlook this remarkable volume.’
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Virginia Polytechnic Institute and State University

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— 2003  228 x 152 mm  192pp
— 6 line diagrams  7 tables  3 graphs  1 map
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Vijay Sathe
Claremont Graduate School, California
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University of Hawaii, Manoa
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This is a provocative and intelligent study of management education in the light of high technology entrepreneurial developments in the wider business context. Original in concept, and containing new research data, the book is of interest to academics, students and practitioners.

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Canadian Industry and International Implications
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Statistics Canada
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Université de Sherbrooke, Canada
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Christopher A. Bartlett, Thomas D. Cassery Jr. Professor of Business Administration, Harvard Business School, and co-author of The Individualized Corporation

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Lars Lindkvist, Professor of Business Administration, Linköping University, Sweden
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Edited by David M. Hart
Harvard University, Massachusetts

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- 2003 228 x 152 mm 308pp
- 8 line diagrams 14 tables
- 978 0 521 82677 8 (0 521 82677 2)
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Sectoral Systems of Innovation
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Università Commerciale Luigi Bocconi, Milan

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The BBC Reith Lectures 2005
Alec Broers
University of Cambridge

Taken from the 2005 BBC Reith Lectures, and including a new introduction and conclusion, Alec Broers shows how technology drives our world today. Explaining how technologies emerged, he argues that if we use technology wisely it can improve our lives and provide solutions to current global problems. ‘Lord Broers’ lectures illustrated his unwavering passion for technology. He has opened up the discussion; the focus should now be on changing attitudes towards technology and the engineering profession. It’s about the present and the future. Experience and experimentation, not repetition and rigid rules.’

James Dyson, inventor and engineer

- 2005 198 x 129 mm 131pp
- 978 0 521 86158 8 (0 521 86158 6)
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- 978 0 521 67965 7 (0 521 67965 6)
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Knowledge Accumulation and Industry Evolution
The Case of Pharma-Biotech
Edited by Mariana Mazzucato and Giovanni Dosi
Sant’Anna School of Advanced Studies, Pisa

Written by internationally acclaimed experts in the economics of innovation, this volume examines how the biotechnology and pharmaceutical sector is affected by the dynamics of innovation, growth, and public policy.

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Sidney G. Winter, Deloitte and Touche Professor of Management at The Wharton School, University of Pennsylvania

- 2006 228 x 152 mm 464pp 32 tables 35 figures
- 978 0 521 85822 9 (0 521 85822 4)
Hardback £48.00

The Economics of Self-Employment and Entrepreneurship
Simon C. Parker
University of Durham

Simon C. Parker provides a timely and comprehensive overview of self-employment and entrepreneurship in our modern economy. Bringing together and assessing the large and disparate literature on the subject, he explores key issues in the field and provides an up-to-date overview of new research findings.

- 2004 228 x 152 mm 342pp 8 tables 6 graphs
- 978 0 521 82813 0 (0 521 82813 9)
Hardback £45.00

The Politics of High-Tech Growth
Developmental Network States in the Global Economy
Sean O’Riain
National University of Ireland, Maynooth

The book provides a detailed study of the software industry in Ireland, of the state policies that promoted it, the political institutions which made that possible and of how similar institutions have been central to other high tech regions in Taiwan, Israel and elsewhere.

‘It would be difficult to exaggerate the importance of this book. It is in my view the most insightful account of the dynamics shaping modern Ireland since Professor Joe Lee’s classic Ireland: Politics and Society 1912–1985.’

Peadar Kirby, Dublin City University, Village

Structural Analysis in the Social Sciences, 23

Paperback £16.99

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Management Mistakes in Healthcare
Identification, Correction, and Prevention

Edited by Paul B. Hofmann and Frankie Perry
University of New Mexico

Foreword by Richard J. Davidson
American Hospital Association

This book defines management mistakes and offers a variety of models to classify and interpret them. Six case studies describe management mistakes and are followed by commentaries by experts in the field of healthcare management, indicating steps that might have produced more positive outcomes.

‘This book is a must-read for academics, researchers and health care practitioners. It contains an intriguing blend of facts, theory and practical applications. ‘Covering the waterfront’ is an understatement. I found every chapter to be insightful and instructive.’

C. Duane Dauner, President & CEO of the California Hospital Association, Sacramento, California

– 2004 247 x 174 mm 272pp 6 tables
– 978 0 521 82900 7 (0 521 82900 3)

The Academic Health Center

Leadership and Performance

Edited by Don Detmer
University of Virginia

and Elaine Steen
University of Virginia

The leadership and management of academic health centers present complex challenges, with their integrated mission of education, research and service. This book addresses these issues, and proposes solutions for leaders of clinical and basic science departments in academic health centers, and for those involved in health systems management studies.

– 2005 247 x 174 mm 368pp
10 line diagrams 8 tables
– 978 0 521 82718 8 (0 521 82718 3)

The Business of Healthcare Innovation

Edited by Lawton Robert Burns
University of Pennsylvania

This is the first wide-ranging analysis of business trends in the manufacturing segment of the health care industry. It will be essential reading for students and researchers in the field of health management, and of great interest to strategy scholars, industry practitioners and management consultants.

‘Never has the need for a reasoned analysis of the business of healthcare innovation been greater. The costs of innovation have been escalating steadily for decades and the willingness and ability of society to fund ongoing innovation is under strain. At the same time, as healthcare becomes increasingly complex those participating – basic and discovery scientists, product developers, providers, and those involved in regulating, managing and funding the system – become more specialized and find it harder to understand the industry as a whole. Yet the components of the system are not independent of one another and we ignore the inter-relationships at our peril. This badly needed volume will be a compelling read for those directly involved in healthcare, for students aspiring to enter the system, and for the rest of us who one way or another collide with the system more often than we might like.’

Dr Peter A. Tollman, Vice President and Director, The Boston Consulting Group

– 2005 246 x 189 mm 398pp 126 figures
– 978 0 521 83898 6 (0 521 83898 3)

Hardback £55.00
– 978 0 521 54768 0 (0 521 54768 7)

Paperback £24.99
Techology Management

The Outsourcing Process
Strategies for Evaluation and Management
Ronan McIvor
University of Ulster

Outsourcing has become one of the key drivers to improved competitiveness for organisations. This book provides a framework for an up-to-date understanding of outsourcing. It integrates a number of contemporary outsourcing topics, including benchmarking, buyer-supplier relationships, organisational behaviour, competitor analysis and technology influences. For postgraduate students, researchers and industry managers.

Product Innovation
Leading Change through Integrated Product Development
David L. Rainey
Rensselaer, Hartford

The purpose of the book is to describe, assess, and apply the latest constructs, methods, techniques, and processes for enabling managers, professionals, and practitioners to be more effective in designing, developing, and commercializing new products and services. It provides guidance and support in formulating and executing NPD programs for business practitioners and MBA students. The book is written from an Integrated Product Development (IPD) perspective, linking all aspects of marketing, costing and manufacturing into the development process even before the first prototype is built.

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

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.

BioSocieties is an innovative new journal in the social sciences, dedicated to advancing analytic understanding of the social, ethical, legal, economic, public and policy aspects of current and emerging developments in the life sciences. These include genomics, neuroscience, psychopharmacology, biomedical and reproductive technologies, and bioterrorism.

As the first journal of its kind, BioSocieties publishes scholarship across the social science disciplines, and represents a lively and balanced array of perspectives on controversial issues.
Service Orientation
Winning Strategies and Best Practices
Paul Allen
With contributions by Sam Higgins
Paul McRae
and Hermann Schlamann
Companies face major challenges as they seek to flourish in competitive global markets, fuelled by developments in technology, from the Internet to grid computing and Web services. In this environment, service orientation—aligning business processes to the changing demands of customers—is emerging as a highly effective approach to increasing efficiency. Here, Paul Allen provides an accessible introduction to service orientation, showing how it works and highlighting the benefits it can deliver. Packed with valuable insights, the book will be essential reading for CIOs, IT architects and senior developers.

‘For the last 40 years, business has viewed IT as its principal tool to increase productivity, and rightly so. Industries as diverse as retailing and financial services have been transformed by technology, especially when used in a networked way. Yet very often, IT has constrained the evolution of those business processes by imposing rigid technology implementations on them. And even worse, as IT has grown and become more important, it has become more complex and difficult to manage, especially in larger enterprises. In some cases the sheer complexity of the IT environment has started to limit the ability of companies to innovate. However, as Paul Allen shows, recent advances in IT processes and technologies, especially service-oriented architectures are starting to free companies up from these constraints, and allow them to once again align their IT processes in support of their business processes.’

Service Orientation: Winning Strategies and Best Practices charts the course for handling what promises to be as profound a change to IT as any that has occurred in the last few decades.’

John A Swainson, President and CEO, CA

Offshoring Information Technology
Sourcing and Outsourcing to a Global Workforce
Erran Carmel
American University, Washington DC
and Paul Tija
GPI Consultancy, The Netherlands
This book explains everything you need to know to put IT offshoring (outsourcing overseas) into practice, avoid cultural and political pitfalls and develop effective working relationships. Written for CTOs, CIOs, consultants and other IT executives, this book is also an excellent introduction to outsourcing for business and MIS students.

‘…there are some fascinating insights here for IT executives … The superb content isn’t surprising once you realize that co-author Erran Carmel … was a leading expert on globally dispersed software teams long before CNN’s Lou Dobbs ever heard of offshore outsourcing. … As you’d expect, the book has country sketches and thoroughly covers subjects such as managing contractors, risks and legal issues. But for me, the richest sections deal with ‘soft’ topics like cross-cultural issues and overcoming the problems of distance, time zones and language. For example, there’s a great danger of miscommunication with Indian IT workers if Americans use slang, business code words or too-subtle hints. An American who says, ‘I was a bit disappointed that …’ may actually be upset, but the Indian may interpret that statement as ‘It doesn’t really matter’. And while American IT workers use the word contractor as a business term, in India, the term could mean one who cleans toilets. Don’t fly to Bangalore without reading this book.’

Computerworld

– 2005 247 x 174 mm 306pp
36 line diagrams 5 half-tones 18 tables
– 978 0 521 84355 3 (0 521 84355 3)
Hardback £35.00

Mastering Your Organization’s Processes
A Plain Guide to BPM
John O’Connell
Portrait Software plc, Henley-on-Thames and Clarity Commerce Solutions, Salisbury
Jon Pyke
The Process Factory, Weybridge and Global 360, Dallas
and Roger Whitehead
Office Futures, Oxford
This book helps you understand and improve your organization’s business processes, taking into account computer software available. Contains detailed case studies, clear diagrams and a minimum of technical language. Ideal for non-technical managers, this book will also appeal to MBA and business studies students.

– 2006 247 x 174 mm 290pp
57 line diagrams 3 tables
– 978 0 521 83975 4 (0 521 83975 0)
Hardback £30.00

Innovation on Demand
New Product Development Using TRIZ
Victor Fey
Wayne State University
and Eugene Rivin
Wayne State University
This book describes a revolutionary methodology for enhancing technological innovation called TRIZ. The TRIZ methodology is increasingly being adopted by leading corporations around the world to enhance their competitive position. The authors explain how the TRIZ methodology harnesses creative principles extracted from thousands of successful patented inventions to help you find better, more innovative, solutions to your own design problems. Whether you’re trying to make a better beer can, find a new way to package microchips or reduce the number of parts in a lawn mower engine, this book can help.

– 2005 247 x 174 mm 254pp
221 line diagrams 1 half-tone 11 tables 23 exercises
– 978 0 521 82620 4 (0 521 82620 9)
Hardback £35.00
Creativity in Product Innovation
Jacoby Goldenberg
Hebrew University of Jerusalem
and David Mazursky
Hebrew University of Jerusalem

Creativity in Product Innovation describes a remarkable new technique for improving creativity in product design. It covers the background and implementation of creativity templates, showing how they can be used to enhance the creative process.

— 2002 247 x 174 mm  238pp
55 line diagrams  15 half-tones
— 978 0 521 00249 3  (0 521 00249 4)
Paperback  £29.99

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 tracing, 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.

— 2000 228 x 152 mm  240pp
27 line diagrams
— 978 0 521 79152 6  (0 521 79152 9)
Hardback  £35.00

Second-Wave Enterprise Resource Planning Systems
Implementing for Effectiveness
Edited by Graeme Shanks
University of Melbourne
Peter B. Seddon
University of Melbourne
and Leslie P. Willcocks
University of Warwick

The focus of this book is on the most important class of enterprise system, namely Enterprise Resource Planning (ERP) systems. 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.

— 2003 247 x 174 mm  468pp
50 line diagrams
— 978 0 521 81902 2  (0 521 81902 4)
Hardback  £45.00

Business Services Orchestration
The Hypertext of Information Technology
Waqar Sadiq
Electronic Data Systems, Plano, TX
and Felix Racca
Fuego Technology Corporation, Addison, TX

Foreword by Michael Hammer

This book introduces a new industry technology, Business Service Orchestration (BSO). Section I describes an in-depth architecture and methodology for modeling the BSO. Section II focuses on technologies, ranging from component models to programming languages to various kinds of protocols. Section III reveals a real use case.

— 2003 234 x 156 mm  400pp
50 line diagrams
— 978 0 521 81981 7  (0 521 81981 4)
Hardback  £35.00

Global IT Outsourcing
Software Development across Borders
Sundep Sahay
Universitetet i Oslo
Brian Nicholson
University of Manchester
and S. Krishna
Indian Institute of Management, Bangalore

This book offers key insights into how to manage software development across international boundaries. Based on a series of case studies looking at relationships between firms from North America, the UK, Japan and Korea with Indian software houses, the authors offer constructive advice on how to manage GSAs more effectively.

‘Global outsourcing is now very big news. This looks at one aspect and is a real in-depth study.’
The Bookseller

— 2003 247 x 174 mm  282pp  5 figures
— 978 0 521 81806 4  (0 521 81806 1)
Hardback  £45.00

Intellectual Property for Managers and Investors
A Guide to Evaluating, Protecting and Exploiting IP
Steven J. Frank
Goodwin Proctor, LLP

Competing and succeeding in today’s marketplace requires an in-depth understanding of intellectual property (IP) – its use as a weapon, as a shield, and as a monetizable asset. This book equips the business manager with a working, practical knowledge essential to creating and exploiting IP wealth. It shows investors how to evaluate IP strength and competitive value. With its results-oriented perspective and international focus, Intellectual Property for Managers and Investors is essential for those with decision making responsibility at the interface where business and innovation meet.

— 2006 247 x 174 mm  182pp
17 line diagrams
— 978 0 521 85106 0  (0 521 85106 8)
Hardback  £35.00

Wireless Data Services Technologies, Business Models and Global Markets
Chetan Sharma
Chetan Sharma Consulting
and Yasuhisa Nakamura
NTT DoCoMo

Despite phenomenal global growth, wireless technologies have progressed very differently in different territories. 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.

— 2003 247 x 174 mm  400pp  85 figures
20 genealogical tables
— 978 0 521 82843 7  (0 521 82843 0)
Hardback  £45.00
Lean Evolution
Lessons from the Workplace
Nick Rich
Cardiff University
Nicola Bateman
Cardiff University
Ann Esain
Cardiff University
Lynn Massey
Cardiff University
and Donna Samuel
Cardiff University

Lean thinking is a powerful method that allows organizations to improve the productivity, efficiency, and quality of their products or services. This book shows how it can be applied in practice, highlighting the key challenges. It begins with an overview of the theory of lean thinking, then explains the core tools and techniques. Implementation of lean thinking is illustrated by case studies from a range of industries. With its practical focus, it will appeal to managers at all levels, as well as to business students and researchers in lean thinking.

2006 247 x 174 mm  216pp
60 line diagrams
978 0 521 84344 7 (0 521 84344 8)
Hardback c. £30.00
Publication July 2006

Creating Agile Business Systems with Reusable Knowledge
Amit Mitra
and Amar Gupta
University of Arizona

The authors describe how business knowledge can be identified, encapsulated and shared using a modular approach to building business systems that parallels that of object oriented software. Templates required for accelerating integration, analysis and design are provided. Suitable for consultants, analysts, managers, researchers and graduate students, in IT and business.

2006 247 x 174 mm  486pp  69 figures
978 0 521 85163 3 (0 521 85163 7)
Hardback  c. £60.00
– Publication September 2006

Business History

German Industry and Global Enterprise
BASF: The History of a Company
Werner Abelschauer
Universität Bielefeld, Germany
Wolfgang von Hippel
Universität Mannheim, Germany
Jeffrey Allan Johnson
Villanova University, Pennsylvania
and Raymond G. Stokes
University of Glasgow

This is a corporate history of BASF, which also explores the reasons for the extraordinary economic development of the German Empire, its role in supporting the German economy during two world wars, and its position in facilitating West Germany’s quick return to the world market.

– 2003 228 x 152 mm  688pp
  19 line diagrams  7 tables
– 978 0 521 82726 3 (0 521 82726 4)
  Hardback  £60.00

Business History around the World
Edited by Franco Amatori
Università Commerciale Luigi Bocconi, Milan
and Geoffrey Jones
Harvard University, Massachusetts

This book offers the first in-depth international survey of current research and debates in business history. Historians here document and analyze the evolution of a wide range of important companies, their patterns of innovation, production, and distribution, their financial affairs, their political activities, and their social impact.

Comparative Perspectives in Business History
– 2003 228 x 152 mm  443pp
  1 line diagram  1 table
– 978 0 521 82107 0 (0 521 82107 X)
  Hardback  £55.00

The Big End of Town
Big Business and Corporate Leadership in Twentieth-Century Australia
Grant Fleming
Australian National University, Canberra
David Merrett
University of Melbourne
and Simon Ville
University of Wollongong, New South Wales

The Big End of Town is the first proper business history of twentieth-century Australia and traces the evolution of large business enterprises in Australia. It delves into why the market leaders became the major players, examines what was crucial to their success, and their roles in leading the Australian economy.

– 2004 228 x 152 mm  318pp
– 978 0 521 83311 0 (0 521 83311 6)
  Hardback  £45.00

FORTHCOMING

The World’s Newest Profession
Management Consulting in the Twentieth Century
Christopher D. McKenna
Saïd Business School, University of Oxford

In his history of management consulting in the twentieth century, Christopher McKenna demonstrates that not only did these new ‘management consultants’ overhaul the world of business, but they also restructured the Federal government to promote outsourcing, and even shaped the way that non-profit organizations perceived themselves. From the corporate culture of the elite professional firms, to the invasion of Europe by American consultants during the 1960s, McKenna explains what consultants do, why executives hire them, and what impact they have had in reshaping the working world.

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Printed in the United Kingdom at the University Press, Cambridge