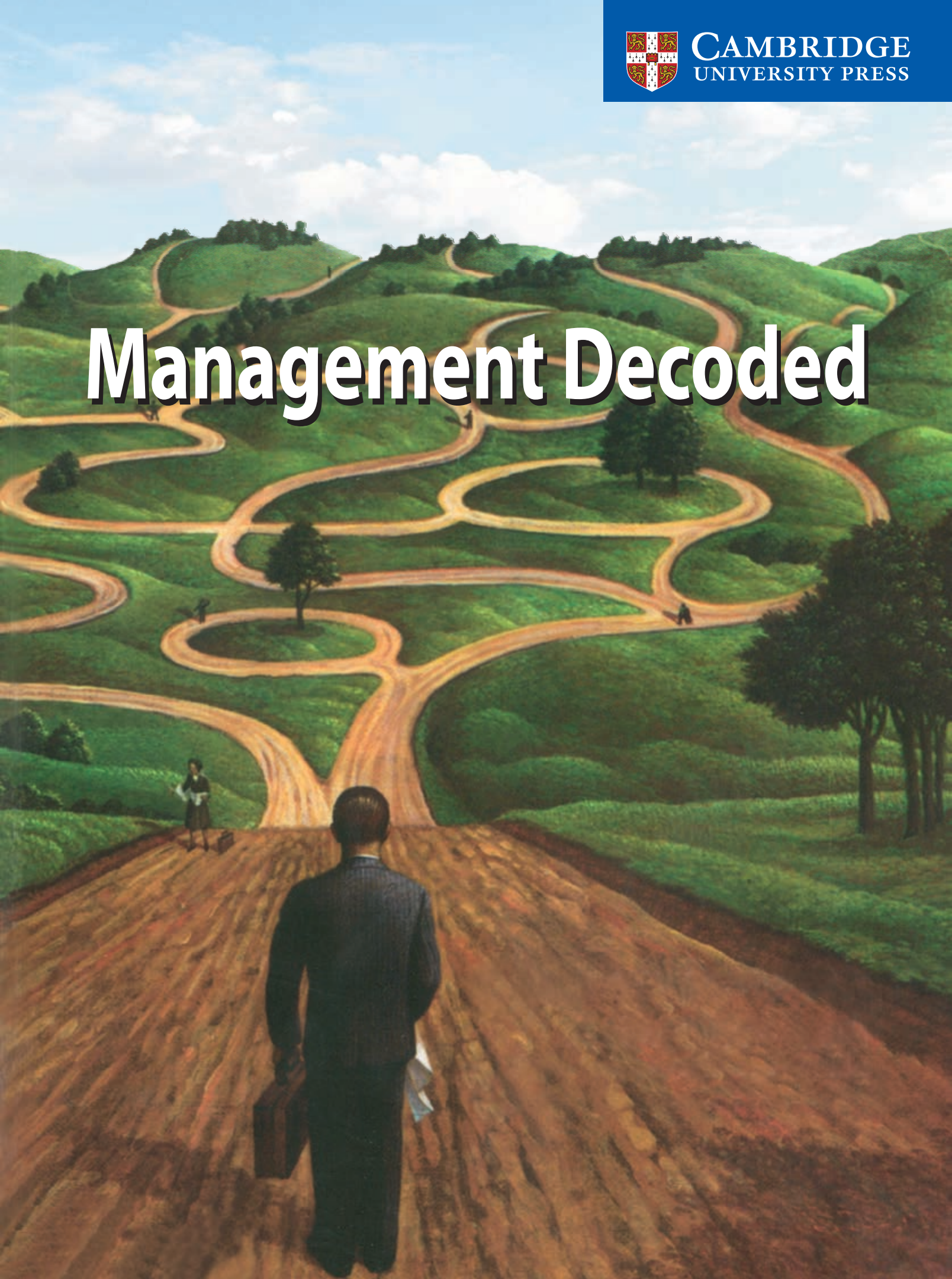




CAMBRIDGE
UNIVERSITY PRESS

Management Decoded



MARKETING

International Business Strategy

Alain Verbeke



How can you best extend your knowledge of how multinational enterprises (MNEs) function? What does globalization mean for today's managers? How do students turn the message from academic literature into effective business strategies within an MNE?

This practical textbook shows how the key concepts from business strategy literature can be applied to MNE Management.

- MBA and Masters students will gain the practical knowledge and skills needed to succeed as effective managers in multinational companies through a critical study of mainstream strategy models and the analysis of forty-five key journal articles.
- More than twenty 'half-length' case studies from leading firms including Honda, IKEA and Danone show globalization in practice at the firm level.
- Identifies seven central themes from the literature for successful global strategies and unifies them into a clear framework that can be applied to real businesses worldwide.

ISBN: 9780521132572 504pp ₹ 595.00

Principles and Practice of Social Marketing An International Perspective

Rob Donovan & Nadine Henley

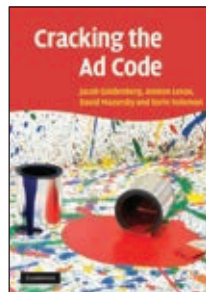


This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

ISBN: 9781107644328 524pp ₹ 495.00

Cracking the Ad Code

Jacob Goldenberg,
Amnon Levav, David
Mazursky & Sorin
Solomon



Do you need to produce successful creative ideas in advertising? If so, then you need this book. For the first time, the secret of inventing new creative campaigns is unlocked, and practical tools are presented to allow quick production of creative ideas in marketing communications. Along with over 100 advertisement examples and numerous case studies, you also get a systematic analysis of the creation aspect of advertising, together with a taste of the real world of advertising and what makes it work. Marketing professionals in companies will learn what to expect from their agencies, whilst agencies will be able to explain their work to clients in an analytic language that is easily understood. This is essential reading for advertising professionals working for agencies and in marketing and communication departments. It is also a useful tool for students of advertising, marketing, communication, and management, from introductory level up to research faculty.

ISBN: 9781107646476 178pp ₹ 295.00

Brand Society How Brands Transform Management and Lifestyle

Martin Kornberger



Brands are a fait accompli: they represent a mountain range of evidence in search of a theory. They are much exploited, but little explored. In this book, Martin Kornberger sets out to rectify the ratio between exploiting and exploring through sketching out a theory of the Brand Society. Most attempts to explain the role of brands focus on brands either as marketing and management tools (business perspective) or as symptoms of consumerism (sociological perspective). Brand Society combines these perspectives to show how brands have the power to transform both the organizations that develop them and the lifestyles of the individuals who consume them. This holistic approach shows how brands function as a medium between producers and consumers in a way that is rapidly transforming our economy and society. That's the bottom line of the Brand Society: brands are a new way of organizing production and managing consumption. Using an array of practical case studies from a diverse set of organizations, this book provides a fascinating account of the way in which brands influence the lives of individuals and the organizations they work in.

ISBN: 9781107674875 328pp ₹ 495.00

Trade Marks and Brands An Interdisciplinary Critique

Lionel Bently,
Jennifer Davis &
Jane C. Ginsburg

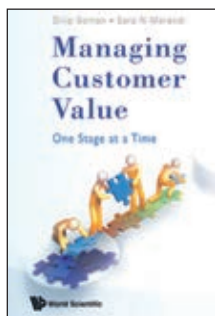


Developments in trade marks law have called into question a variety of basic features, as well as bolder extensions, of legal protection. Other disciplines can help us think about fundamental issues such as: what is a trade mark? What does it do? What should be the scope of its protection? This volume assembles essays examining trade marks and brands from a multiplicity of fields: from business history, marketing, linguistics, legal history, philosophy, sociology and geography. Each chapter pairs lawyers' and non-lawyers' perspectives, so that each commentator addresses and critiques his or her counterpart's analysis. The perspectives of non-legal fields are intended to enrich legal academics' and practitioners' reflections about trade marks, and to expose lawyers, judges and policy-makers to ideas, concepts and methods that could prove to be of particular importance in the development of positive law.

ISBN: 9780521259309 480pp ₹ 395.00

Managing Customer Value One Stage at a Time

Dilip Soman &
Sara N-Marandi
(World Scientific)



How do you take individuals who have never done business with your organization and work on them till some of them eventually become the best possible customers that you have? How do you decide how much to spend on various marketing tactics? How do you think about the pricing decision with a view to optimizing the value of your customers as assets? Where do you start - what tools do you use - what heuristics are useful in making these decisions? This book attempts to answer questions such as these. The one-sentence summary of the answer, though, is simple - hold the individuals hands and walk them through a value chain, one stage at a time.

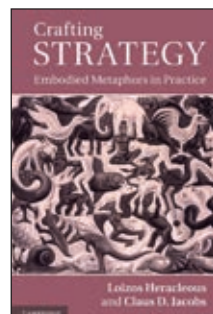
This book is written for an advanced student of business, as well as for the practicing manager, and presents an integrated view of the marketing function. In particular, it focuses on all the activities that a firm engages in to create and manage value, and not just the customer-facing activities. In that sense, it links the traditional views of customer value with the finance, accounting, human resources, organizational behaviour, information technology and operations functions. The content is meant to be prescriptive - it describes a process for value creation and management, yet analytical; theoretical, yet empirically driven. It urges the reader to think about the customer value function to be organized along activities that the firm would like the customers to engage in, not activities that the firm engages in. It presents a framework that is not only conceptually driven but also has a sound mathematical basis.

ISBN: 9788175967977 416pp ₹ 450.00

STRATEGIC MANAGEMENT

Crafting Strategy Embodied Metaphors in Practice

Loizos Heracleous &
Claus D. Jacobs



The rationalist approach to strategizing emphasizes analytical and convergent thinking. Without denying the importance of this approach, this book argues that strategists must learn to complement it with a more creative approach to strategizing that emphasizes synthetic and divergent ways of thinking. The theoretical underpinnings of this approach include embodied realism, interpretivism, practice theory, theory of play, design thinking, as well as discursive approaches such as metaphorical analysis, narrative analysis, dialogical analysis and hermeneutics. The book includes in-depth discussions of these theories and shows how they can be put into practice by presenting detailed analyses of embodied metaphors built by groups of agents with step-by-step explanations of how this process can be implemented and facilitated. The link between theory and practice is further supported by the inclusion of several vignettes that describe how this approach has been successfully employed in a number of organizations, including BASF and UNICEF.

ISBN: 9781107664531 240pp ₹ 295.00

Game Theory Strategic Thinking with Economics and Business Applications

Aviad Heifetz

Game theory is concerned with strategic interaction among several decision-makers. In such strategic encounters, all players are aware of the fact that their actions affect the other players. Game theory analyzes how these strategic, interactive considerations may affect the players' decisions and influence the final outcome. This textbook focuses on applications of complete-information games in economics and management, as well as in other fields such as political science, law and biology. It guides students through the fundamentals of game theory by letting examples lead the way to the concepts needed to solve them. It provides opportunities for self-study and self-testing through an extensive pedagogical apparatus of examples, questions and answers. The book also includes more advanced material suitable as a basis for seminar papers or elective topics, including rationalizability, stability of equilibria (with discrete-time dynamics), games and evolution, equilibrium selection and global games.

Forthcoming 400pp TBA

Global Outsourcing and Offshoring An Integrated Approach to Theory and Corporate Strategy

Farok J. Contractor,
Vikas Kumar, Sumit K.
Kundu & Torben
Pedersen (Eds.)

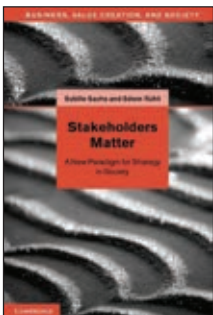


Companies are increasingly asking which of their value chain activities are best performed within their own company and which may be outsourced. In addition, they are also considering which pieces of their value chain may be better performed abroad. These interrelated decisions concerning outsourcing and offshoring have not only changed entire industries, they have also transformed the lives of people across the world. Hundreds of millions of jobs in emerging nations have been the direct result of outsourcing and offshoring decisions. At the same time, many people in the developed world have lost their jobs because a company has been able to find a cheaper alternative. Featuring contributions from scholars in eleven different countries, this book is the first to examine the theory and practice of outsourcing and offshoring simultaneously. It includes studies of a variety of different industries, including pharmaceuticals, automobiles, medical records, appliances, human resource management and telecommunications.

ISBN: 9781107647657 496pp ₹ 495.00

Stakeholders Matter A New Paradigm for Strategy in Society

Sybille Sachs &
Edwin Rühli

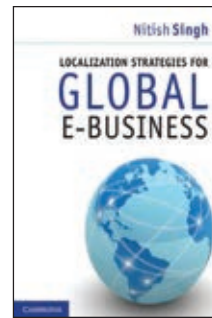


The dominant shareholder-value model has led to mismanagement, market failure and a boost to regulation, as spectacularly demonstrated by the events surrounding the recent financial crisis. *Stakeholders Matter* challenges the basic assumptions of this model, in particular traditional economic views on the theory of the firm and dominant theories of strategic management, and develops a new understanding of value creation away from pure self-interest toward mutuality. This new 'stakeholder paradigm' is based on a network view, whereby mutuality enhances benefits and reduces risks for the firm and its stakeholders. The understanding of mutual value creation is operationalized according to the license to operate, to innovate and to compete. The book develops a vision for a strategy in society in which, rather than the invisible hand of the market, it is the visible hands of the firm and the stakeholders that lead to an overall increase in the welfare of society.

Forthcoming 296pp TBA

Localization Strategies for Global E-Business

Nitish Singh



The acceleration of globalization and the growth of emerging economies present significant opportunities for business expansion. One of the quickest ways to achieve effective international expansion is by leveraging the web, which allows for technological connectivity of global markets and opportunities to compete on a global basis. To systematically engage and thrive in this networked global economy, professionals and students need a new skill set; one that can help them develop, manage, assess and optimize efforts to successfully launch websites for tapping global markets. This book provides a comprehensive, non-technical guide to leveraging website localization strategies for global e-commerce success. It contains a wealth of information and advice, including strategic insights into how international business needs to evolve and adapt in light of the rapid proliferation of the 'Global Internet Economy'. It also features step-by-step guidelines to developing, managing and optimizing international-multilingual websites and insights into cutting-edge web localization strategies.

Forthcoming 360pp TBA

Innovating Organization & Management New Sources of Competitive Advantage

Nicolai J. Foss, Torben
Pedersen, Jacob Pyndt
& Majken Schultz



The search for competitive advantage serves as the basis for organizational strategy. This book argues that there are four key sources of competitive advantage and financial success that have not been given the attention they deserve. Firstly, that organizational design and management processes may be strategic resources in their own right. Secondly, that organizational design and management processes can be deployed to create new strategic resources. Thirdly, that managers have begun to think of organizational design and management processes in a proactive way rather than seeing them more passively as necessary facilitators of success. Fourthly, that this new way of looking at organization and management requires a search for new ways of structuring organizational design and managerial processes. These points are driven home through case studies of the Danish firms LEGO Group, Vestas Wind Systems, Coloplast, Chr. Hansen, IC Companys and NKT Flexibles.

Forthcoming 200pp TBA

Strategic Intelligence
A Handbook for Practitioners, Managers, and Users

Don McDowell



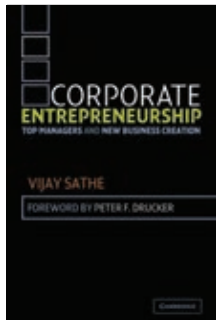
Strategic Intelligence: A Handbook for Practitioners, Managers, and Users is a primer for analysts involved in conducting strategic intelligence research. Don McDowell begins with an overview of strategic intelligence and analysis – its functions and its outcomes. He then outlines a proven methodological approach for planning and implementing a strategic research project for any setting.

Strategic Intelligence explains in detail the steps involved in strategic analysis and includes examples, guidelines, and standards to further illustrate the process. Each step corresponds with a chapter in the book, describing the appropriate doctrine and/or theory, as well as applications of the theory, and practical hints for its implementation. Additionally, holistic and creative thinking about the problem is stressed in order to avoid narrow, biased analysis.

ISBN: 9788175967441 281pp ₹ 695.00

Corporate Entrepreneurship
Top Managers and New Business Creation

Vijay Sathe

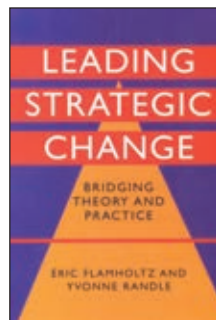


How do large corporations encourage their senior managers to become more entrepreneurial? This is a key question which is seldom addressed in mainstream entrepreneurship studies. Vijay Sathe has written a pioneering book based on hundreds of hours of interviews with senior managers to help understand 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 organization politics, the personalities and the personal priorities of the people at the top.

ISBN: 9780521613927 404pp ₹ 395.00

Leading Strategic Change
Bridging Theory and Practice

Eric Flamholtz & Yvonne Randle



Why do some companies continue to be successful while others experience difficulties and even failure? In *Leading Strategic Change*, Eric Flamholtz and Yvonne Randle demonstrate that the key to long-term organizational success is the ability to adapt to and manage different types of change. Drawing on over 30 years' consultancy experience within major firms, they combine theoretical and practical models of organizational change, together with a new theory of leadership, to build a framework for understanding, planning, and leading change. The scope and value of this framework is then shown in relation to nine real-world case studies, ranging from relatively small companies (IndyMac Bank, Infogix) to large multinationals (Starbucks, Westfield). The focus throughout is to provide practical guidance to those concerned with managing and leading change in organizations. This book is an excellent guide to the many lessons to be learned about successful organizational change.

ISBN: 9780521263597 288pp ₹ 350.00

Strategy and Organization
Realizing Strategic Management

Loizos Heracleous

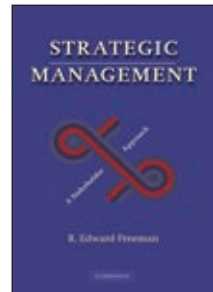


Examining some of the new and emerging issues in strategic management, Loizos Heracleous offers a fresh approach to the established ideas of strategy. Beginning with the historical development of the strategy field, including the influence of industrial organisation and the resource-based view, he develops a new perspective labelled as 'organisational action' view of strategy. This approach is theoretically underlain by organisation theory and takes seriously such issues as the role of agency, the need for a longitudinal focus on process, the complexities of strategy implementation, and organisational facets such as strategic choice, organisational culture, organisational discourses and learning. Combining theoretical subtlety with an applied orientation, Heracleous examines topical areas such as corporate governance, inter-organisational networks, and organising for the future. With original research and extensive surveys of the strategy literature, combined with a strong practical orientation, this book is ideal for MBA students, strategy researchers and the more thoughtful practitioner.

ISBN: 9780521258579 256pp ₹ 295.00

Strategic Management
A Stakeholder Approach

R. Edward Freeman



Strategic Management: A Stakeholder Approach was first published in 1984 as a part of the Pitman series in Business and Public Policy. Its publication proved to be a landmark moment in the development of stakeholder theory. Widely acknowledged as a world leader in business ethics and strategic management, R. Edward Freeman's foundational work continues to inspire scholars and students concerned with a more practical view of how business and capitalism actually work. Business can be understood as a system of how we create value for stakeholders. This worldview connects business and capitalism with ethics once and for all.

ISBN: 9781107618510 292pp ₹ 295.00

Strategic Risk Management
Practice
How to Deal Effectively with Major Corporate Exposures

Torben Juul Andersen & Peter Winther Schrøder



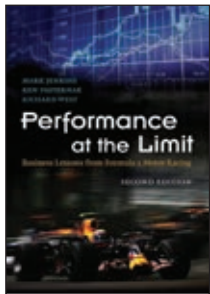
At a time when corporate scandals and major financial failures dominate newspaper headlines, the importance of good risk management practices has never been more obvious. The absence or mismanagement of such practices can have devastating effects on exposed organizations and the wider economy (Barings Bank, Enron, Lehmann Brothers, Northern Rock, to name but a few). Today's organizations and corporate leaders must learn the lessons of such failures by developing practices to deal effectively with risk. This book is an important step towards this end. Written from a European perspective, it brings together ideas, concepts and practices developed in various risk markets and academic fields to provide a much-needed overview of different approaches to risk management. It critiques prevailing enterprise risk management frameworks (ERMs) and proposes a suitable

alternative. Combining academic rigour and practical experience, this is an important resource for graduate students and professionals concerned with strategic risk management.

ISBN: 9781107601901 268pp ₹ 295.00

**Performance at the Limit
Business Lessons
from Formula 1 Motor
Racing
Second Edition**

Mark Jenkins,
Ken Pasternak &
Richard West

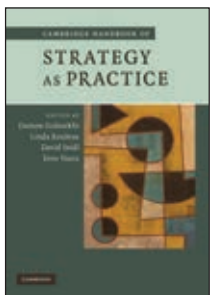


Can you imagine your organisation as a Ferrari or a McLaren, a Toyota or a Force India? Your management team as a pit crew? Your sales force as the race team and your marketing and research department as the design studio creating a Formula 1 car? Formula 1 has an estimated turnover of \$4bn, employs 50,000 people in more than 30 countries and has a foothold in every major and developing economy. With performance as the central focus of every organization, *Performance at the Limit* uses the case of Formula 1 motorsport as an example of how business can achieve optimal performance in highly competitive environments where dealing with change effectively is paramount. This second edition builds on the success of the first and contains a wealth of new material, including many more interviews with Formula 1 drivers and other key executives active in the sport.

ISBN: 9781107627284 272pp ₹ 395.00

**Cambridge
Handbook of
Strategy as
Practice**

Damon Golsorkhi,
Linda Rouleau,
David Seidl &
Eero Vaara (Eds.)



The *Cambridge Handbook of Strategy as Practice* provides the first comprehensive overview of an emerging and growing stream of research in strategic management. An international team of scholars has been assembled to produce a systematic introduction to the various epistemological, methodological and theoretical aspects of the strategy-as-practice approach. This perspective explores and explains the contribution that strategizing makes to daily operations at all levels of an organization. Moving away from a disembodied and asocial study of firm assets, technologies and practices, the strategy-as-practice approach breaks down many of the traditional paradigmatic boundaries in strategy to investigate who the strategists are, what strategists do, how they do it, and what the consequences or outcomes of their actions are. Including a number of detailed empirical studies, the handbook will be an essential guide for future research in this vibrant field.

ISBN: 9781107619982 368pp ₹ 395.00

**Globalization and
Competition
Why Some Emergent
Countries Succeed
while Others Fall
Behind**

Luiz Carlos Bresser
Pereira



Globalization and Competition explains why some middle-income countries, principally those in Asia, grow fast while others are not successful. The author criticizes both old-style developmentalism and the economics of the Washington Consensus. He argues instead for a 'new developmentalism' or third approach that builds on a national development strategy. This approach differs from the neoliberal strategy that rich nations propose to emerging economies principally on macroeconomic grounds. Developing countries face a key obstacle to growth, namely, the tendency to overvalue foreign exchange. Instead of neutralizing it, the policy that rich countries promote mistakenly seeks growth through foreign savings, which causes additional appreciation of the national currency and often results in financial crises rather than genuine investment.

ISBN: 9781107623996 264pp ₹ 395.00

**The Theory of the
Firm
Microeconomics with
Endogenous
Entrepreneurs, Firms,
Markets, and
Organizations**

Daniel F. Spulber



The Theory of the Firm presents a path-breaking general framework for understanding the economics of the firm. The book addresses why firms exist, how firms are established, and what contributions firms make to the economy. The book presents a new theoretical analysis of the foundations of microeconomics that makes institutions endogenous. Entrepreneurs play a central economic role by establishing firms. In turn, firms create and operate markets and organizations. The book provides innovative models of economic equilibrium that endogenously determine the structure and function of economic institutions. The book proposes an 'intermediation hypothesis' – the establishment of firms depends on the effects of transaction costs and on the extent of the market.

Forthcoming 544pp TBA

Resource Economics
Second Edition

Jon M. Conrad

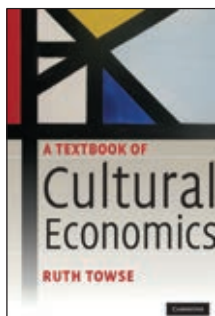


Resource Economics is a text for students with a background in calculus and intermediate microeconomics and a familiarity with the spreadsheet software Excel. The book covers basic concepts (Chapter 1), shows how to set up spreadsheets to solve simple dynamic allocation problems (Chapter 2), and presents economic models for fisheries, forestry, nonrenewable resources, and stock pollutants (Chapters 3–6). Chapter 7 examines the maximin utility criterion when the utility of a generation depends on consumption of a manufactured good, harvest from a renewable resource, and extraction from a nonrenewable resource. Within the text, numerical examples are posed and solved using Excel's Solver. Exercises are included at the end of each chapter. These problems help make concepts operational, develop economic intuition, and serve as a bridge to the study of real-world problems in resource management.

ISBN: 9781107606241 300pp ₹ 395.00

A Textbook of Cultural Economics

Ruth Towse

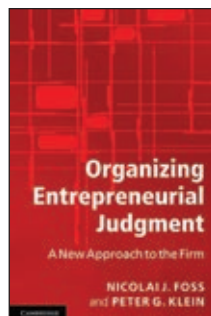


What determines the price of a pop concert or an opera? Why does Hollywood dominate the film industry? Does illegal downloading damage the record industry? Does free entry to museums bring in more visitors? In *A Textbook of Cultural Economics*, one of the world's leading cultural economists shows how we can use the theories and methods of economics to answer these and a host of other questions concerning the arts (performing arts, visual arts and literature), heritage (museums and built heritage) and creative industries (the music, publishing and film industries, broadcasting). Using international examples and covering the most up-to-date research, the book does not assume a prior knowledge of economics. It is ideally suited for students taking a course on the economics of the arts as part of an arts administration, business, management, or economics degree.

ISBN: 9781107646056 626pp ₹ 695.00

Organizing Entrepreneurial Judgment
A New Approach to the Firm

Nicolai J. Foss & Peter G. Klein

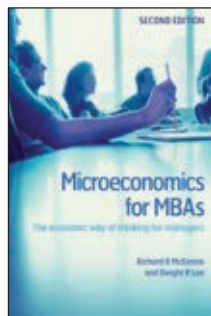


Entrepreneurship, long neglected by economists and management scholars, has made a dramatic comeback in the last two decades, not only among academic economists and management scholars, but also among policymakers, educators and practitioners. Likewise, the economic theory of the firm, building on Ronald Coase's (1937) seminal analysis, has become an increasingly important field in economics and management. Despite this resurgence, there is still little connection between the entrepreneurship literature and the literature on the firm, both in academia and in management practice. This book fills this gap by proposing and developing an entrepreneurial theory of the firm that focuses on the connections between entrepreneurship and management. Drawing on insights from Austrian economics, it describes entrepreneurship as judgmental decision made under uncertainty, showing how judgment is the driving force of the market economy and the key to understanding firm performance and organization.

Forthcoming 270pp TBA

Microeconomics for MBAs
The Economic Way of Thinking for Managers

Richard B. McKenzie & Dwight R. Lee



The textbook that develops the economic way of thinking through problems that MBA students will find relevant to their career goals. Theory and math is kept as simple as possible and illustrated with real-life scenarios. This textbook package includes online video tutorials on key concepts and complex arguments, and topics likely to be assessed in exams. The distinguished author team has developed this textbook over 20 years of teaching microeconomics to MBA students. Chapters are clearly structured to support learning: Part I of each chapter develops key economic principles. Part II draws on those principles to discuss organizational and incentive issues in management and focuses on solving the 'principal-agent' problem to maximize the profitability of the firm – lessons that can be applied to problems MBAs will face in the future. Economics and management are treated equally; this unique textbook presents economics as part of the everyday thinking of business people.

ISBN: 9781107686441 566pp ₹ 795.00

Banking and Financial Systems

V. Nityananda Sarma



Indian banking system has played a crucial role in the socio economic development of the country. Banks are the most significant players in the Indian financial market. Competition has become intense in all spheres of economic activity. Banks attract most of the savings from the population. Since 1991 Government of India formulated policies supporting liberalisation, privatisation and globalisation. *Banking and Financial Systems* addresses contemporary vital issues like capital market, money market, indigenous bankers and money lenders, negotiable instruments, banker and customer relationship, cooperative banks, regional rural banks, RBI, SBI, development banking and banking technology. This book will serve as a useful guide and provide reference material for the undergraduate level and different courses like B.Com, BBA, M.Com, MBA, CA, ICWA, and other professional courses. It gives complete information and analysis of changes in the financial sector in a logical and integrated manner. The chapters in this book equip the students with the right kind of study material to prepare each topic thoroughly. It will prove highly beneficial for the students studying independently and provide relief from time consuming task of making notes.

ISBN: 9788175966376 540pp ₹ 395.00

The Financial Inclusion Imperative and Sustainable Approaches

Deepali Pant Joshi

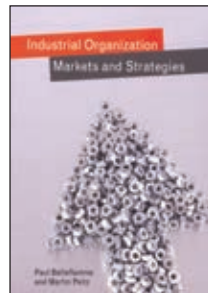


The need for Financial Inclusion is fast emerging as an international policy issue at the macro level. *The Financial Inclusion Imperative and Sustainable Approaches* is a comprehensive account of various components of the Financial Inclusion. It presents a blueprint to combat poverty and highlights the critical role of banks and the microfinance sector. This book is comprehensive and gives a contemporary treatment of major issues facing the Indian Economy today. It combines academic rigor and objectivity with clear presentation. In this incisive book, the author asks searching questions and offers carefully thought-out answers. This book will be a valuable source of reference on the subject for bankers, policy-makers, teachers and students of economics.

ISBN: 9788175968004 292pp ₹ 695.00

Industrial Organization Markets and Strategies

Paul Belleflamme & Martin Peitz



Industrial Organization: Markets and Strategies provides an up-to-date account of modern industrial organization that blends theory with real-world applications. Written in a clear and accessible style, it acquaints the reader with the most important models for understanding strategies chosen by firms with market power and shows how such firms adapt to different market environments. It covers a wide range of topics including recent developments on product bundling, branding strategies, restrictions in vertical supply relationships, intellectual property protection, and two-sided markets, to name just a few. Models are presented in detail and the main results are summarized as lessons. Formal theory is complemented throughout by real-world cases that show students how it applies to actual organizational settings. The book is accompanied by a website containing a number of additional resources for lecturers and students, including exercises, answers to review questions, case material and slides.

ISBN: 9781107014121 724pp ₹ 495.00

Strategic Risk Management Practice How to Deal Effectively with Major Corporate Exposures

Torben Juul Andersen & Peter Winther Schrøder

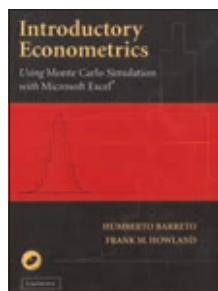


At a time when corporate scandals and major financial failures dominate newspaper headlines, the importance of good risk management practices has never been more obvious. The absence or mismanagement of such practices can have devastating effects on exposed organizations and the wider economy (Barings Bank, Enron, Lehmann Brothers, Northern Rock, to name but a few). Today's organizations and corporate leaders must learn the lessons of such failures by developing practices to deal effectively with risk. This book is an important step towards this end. Written from a European perspective, it brings together ideas, concepts and practices developed in various risk markets and academic fields to provide a much-needed overview of different approaches to risk management. It critiques prevailing enterprise risk management frameworks (ERMs) and proposes a suitable alternative. Combining academic rigour and practical experience, this is an important resource for graduate students and professionals concerned with strategic risk management.

ISBN: 9781107601901 268pp ₹ 295.00

Introductory Econometrics Using Monte Carlo Simulation with Microsoft Excel

Humberto Barreto & Frank M. Howland



This highly accessible and innovative text and accompanying CD-ROM use Excel workbooks powered by Visual Basic macros to teach the core concepts of econometrics without advanced mathematics. These materials enable Monte Carlo simulations to be run by students with a click of a button. The fundamental teaching strategy is to use clear language and take advantage of recent developments in computer technology to create concrete, visual explanation of difficult, abstract ideas. Intelligent repetition of concrete examples effectively conveys the properties of the ordinary least squares (OLS) estimator and the nature of heteroskedasticity and autocorrelation. Coverage includes omitted variables, binary response models, basic time series methods, and an introduction to simultaneous equations. The authors teach students how to construct their own real-world data sets drawn from the Internet, which they can analyze with Excel or with other econometric software. The Excel add-ins included with this book allow students to draw histograms, find P-values of various test statistics (including Durbin-Watson), obtain robust standard errors, and construct their own Monte Carlo and bootstrap simulations. For more, visit www.wabash.edu/econometrics.

PB + CD-ROM

ISBN: 9780521132589 798pp ₹ 595.00

Introductory Economics Fourth Edition

Arleen J. Hoag & John H. Hoag
(World Scientific)



This carefully constructed textbook empowers the reader with an understanding of fundamental economic concepts. There are 31 "one concept" chapters. Each short chapter highlights one economic principle. The student can study one concept and be reinforced by the learning process before proceeding to another. The writing is lucid and at the student's level. Self-review exercises conclude each chapter. The text is well integrated to show the relationship among the basic concepts and to offer a comprehensive overview of economics. The one-concept chapters provide organizational flexibility for the instructor. There are eight modules: The Economic Problem; Price Determination; Behind the Supply Curve; Measuring the Economy, The Level of Income; Money; Trade; Conclusion.

ISBN: 9788175967175 531pp ₹ 495.00

International Economics Global Markets and Competition Second Edition

Henry Thompson
(World Scientific)



This text integrates the microeconomics of trade with concepts from open economy macroeconomics. The emphasis is on the powerful forces of international competition and the limitations of government policy.

Economics began with a political debate over tariffs and the politics continue. Domestic industries lobby for protection against foreign competitors and for export subsidies. Government policy makers favor their pet industries in return for lobby money and votes. Meanwhile, other industries lobby for free trade. Governments worldwide tentatively negotiate free trade agreements while international financial markets determine the effectiveness of their fiscal and monetary policies. Wages, capital returns, and national income rise and fall with international commerce.

The text covers these issues of international trade and finance. The trade theory is based on partial equilibrium market analysis, constant cost and neoclassical general equilibrium, the factor proportions model, and various theories of industrial organization. The text fully integrates concepts from international finance, and a new chapter for the 2nd edition develops the basic models of open economy macroeconomics.

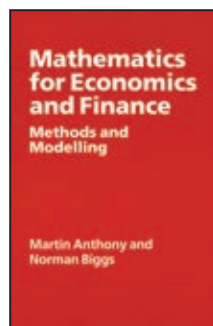
The presentation is centered on graphs that use realistic numerical examples making the theory easier for students to grasp, especially when combined with general algebraic and graphic presentations in the classroom. The text does not assume previous courses in intermediate theory or calculus but the theory is completely developed. Numerous exercises that can be presented by students give them confidence in using the theoretical models and concepts.

Over 250 boxed examples illustrate the theory, many with visually descriptive charts and plots, making the text excellent for MBA courses. The text is concise in its presentation style. Students enjoy its clear straightforward style and instructors notice the difference on exams.

ISBN: 9788175967199 518pp ₹ 495.00

Mathematics for Economics and Finance

Martin Anthony & Norman Biggs



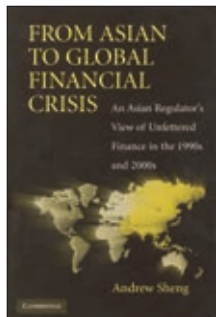
An introduction to mathematical modelling in economics and finance for students of both economics and mathematics. Throughout, the stress is firmly on how mathematics relates to economics, illustrated with copious examples and exercises that will foster depth of understanding.

ISBN: 9780521683197 394pp ₹ 325.00

From Asian to Global Financial Crisis

An Asian Regulator's View of Unfettered Finance in the 1990s and 2000s

Andrew Sheng

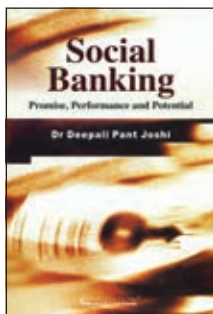


This is a unique insider account of the new world of unfettered finance. The author, an Asian regulator, examines how old mindsets, market fundamentalism, loose monetary policy, carry trade, lax supervision, greed, cronyism, and financial engineering caused both the Asian crisis of the late 1990s and the current global crisis of 2007-2009. This book shows how the Japanese zero interest rate policy to fight deflation helped create the carry trade that generated bubbles in Asia whose effects brought Asian economies down. The study's main purpose is to demonstrate that global finance is so interlinked and interactive that our current tools and institutional structure to deal with critical episodes are completely outdated. The book explains how current financial policies and regulation failed to deal with a global bubble and makes recommendations on what must change.

ISBN: 9780521168212 503pp ₹ 495.00

Social Banking Promise, Performance and Potential

Dr Deepali Pant Joshi



Social Banking: Promise, Performance and Potential provides an overview of the Indian banking scenario from both a historical and a theoretical perspective. It discusses the development of Social Banking, its working and its relevance for the present and the future. The book presents the contribution of banking institutions in promoting savings and investments and extending the reach of banking services.

The author argues the case for large-scale Social Banking and microfinance for the alleviation of poverty. She also provides an extensive analysis of the remarkable traits that have made Social Banking a success in India and enabled the Indian banking system to reach millions of low-income savers and borrowers. It clearly demonstrates the tremendous potential embedded in well-designed institutional interventions.

Through this book, Dr Deepali Pant Joshi has made an important contribution to the understanding of the performance of Social Banking in India and its potential for uplifting the weaker sections through viable enterprises. The author combines the professional expertise of a senior banker with the social commitment and analytical rigour of an economist. This book addresses an issue that has high priority on the national agenda and will be a valuable source of reference on the subject for bankers, policy makers, teachers and students of economics.

ISBN: 9788175962811 200pp ₹ 425.00

International Competitiveness, Investment and Finance

A Case Study of India

A. Ganesh-Kumar,
Kunal Sen & Rajendra
R. Vaidya
(Routledge)



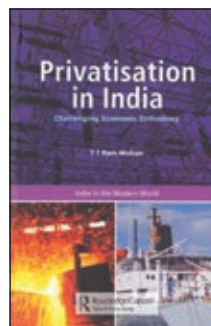
Using India as a case study, this well-written, concise book covers everything one needs to know to understand how a country becomes internationally competitive. Showing that reforms that pertain to the real sector alone, such as industrial deregulation and trade reforms, are not enough to enhance a country's competitiveness, this book makes a compelling case for complimentary financial sector reforms.

ISBN: 9780415312325 159pp ₹ 595.00

Privatisation in India

Challenging Economic Orthodoxy

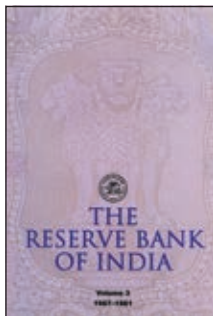
T.T. Ram Mohan
(Routledge)



Over the past decade India has been undertaking a programme of economic reform, and at the same time the economy has been growing at a high rate. As part of the reform programme, and in line with prevailing economic thinking, India has been privatizing its large, ungainly public sector. One assumption underlying this programme is the dogma that public-sector enterprises are doomed to inefficiency, and that only through privatization can their efficiency be improved. But is this really true? Combining rigorous data analysis with case studies to provide a balanced evaluation of the process of deregulation and privatization within the overall context of economic reforms, the author demonstrates, remarkably, that, contrary to the prevailing view, private-sector firms do not outperform public-sector firms across all sectors. He argues that the dominance of family businesses, rather than professionally managed firms, and the level of corporate governance are important constraints on the privatization process in India. He also shows that revenue-raising considerations have weighed more heavily with the government than efficiency objectives. Broad based shareholding of public-sector firms, not sale to private groups, should, therefore, be the preferred route to enhancing efficiency at public-sector firms.

ISBN: 9780415331913 236pp ₹ 595.00

The Reserve Bank of India



The Reserve Bank of India was set up in 1935, under private ownership. Its charter was to maintain the monetary stability of India. In 1949, it was nationalized. The RBI monitors India's monetary and exchange rate policies, and the borrowings of the central and state governments. Regulation of commercial banking is another key responsibility.

This volume narrates in detail how the RBI coped with the changes that it was required to manage. It is a fascinating story of how policy was actually made during a very trying period in the country's history. The chapters dealing with the management of the external sector are especially revealing since not much has been written about that aspect so far.

Volume 3		
ISBN: 9788175962996	1129pp	₹ 1300.00
Set (Vols. 1, 2 & 3)		
ISBN: 9788175962989		₹ 3700.00

Corporate Governance The Indian Scenario

Vasudha Joshi



Corporate governance is part of an economy's financial system which has today become the most important mechanism for resource allocation. It is affected by capital market, block holders, institutional investors, proxy wars, company law and capital market regulations and many other macro-economic as well as political factors. Historical evolution of corporate governance naturally has a bearing on current developments. This book is an attempt to weave these factors together coherently.

Much of the concerned literature revolves around the agency problem, while in developing countries expropriation of small shareholders is the main governance problem. However, shareholder activism is not likely to resolve the issue. Many more measures, from audit committees of the board, rigorous disclosures, exercise of voting rights by institutional investors, strict monitoring by capital market regulator to takeover bids are required to ensure corporate accountability.

ISBN: 9788175962040	173pp	₹ 395.00
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Financial Analysis, Planning and Forecasting Theory and Application Second Edition

Alice C. Lee,
John C. Lee &
Cheng F. Lee
(World Scientific)



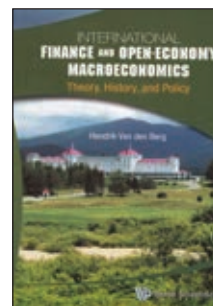
Based on the authors' extensive teaching, research and business experiences, this book reviews, discusses and integrates both theoretical and practical aspects of financial planning and forecasting. The book is divided into six parts: Information and Methodology for Financial Analysis, Alternative Finance Theories and Their Application, Capital Budgeting and Leasing Decisions, Corporate Policies and Their Interrelationships, Short-term Financial Decisions, Financial Planning and Forecasting, and Overview.

The theories used in this book are pre-Modigliani-Miller Theorem, Modigliani-Miller Theorem, Capital Asset Pricing Model and Arbitrage Pricing Theory, and Option Pricing Theory. The interrelationships among these theories are carefully analyzed. Meaningful real-world examples of using these theories are discussed step-by-step, with relevant data and methodology. Alternative planning and forecasting models are also used to show how the interdisciplinary approach is helpful in making meaningful financial management decisions.

ISBN: 9788175967885	1136pp	₹ 695.00
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International Finance And Open-economy Macroeconomics Theory, History, and Policy

Hendrik Van den Berg
(World Scientific)



This historically-based textbook on international finance and open-economy macroeconomics provides a complete course on the theory and policies that shaped our international financial system. Utilizing the 1944 Bretton Woods Conference as a unifying theme, the book covers all the standard topics of international finance, such as foreign exchange markets, balance of payments accounting, macroeconomic policy in an open economy, exchange rate crises, multinational enterprises, international banking, and the evolution of our international financial system. The detailed international financial theory is presented in a lively manner that reflects the close relationship between actual world events and the development of economic thought.

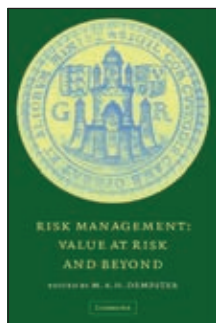
The book also analyzes the causes of the 2008 international financial crisis and recession, encourages critical thinking about whether the current international financial system promotes human well-being, and concludes with a discussion on whether it is time to summon the world's financial leaders to another Bretton Woods Conference. In addition to providing students with a solid understanding of international finance and open-economy macroeconomics, the book is written in a reader-friendly style that makes it a good reference for anyone interested in the many fascinating issues related to our still-evolving global financial system and, more generally, our global economy.

The Instructor's manual is available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

ISBN: 9788175967946	860pp	₹ 595.00
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Risk Management Value at Risk and Beyond

M. A. H. Dempster

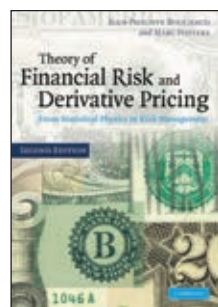


The use of derivative products in risk management has spread from commodities, stocks and fixed income items, to such virtual commodities as energy, weather and bandwidth. All this can give rise to so-called volatility and there has been a consequent development in formal risk management techniques to 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. The present book, which was originally published in 2002, by some of the leading figures in risk management, examines the complex issues that concern the stability of the global financial system by presenting a mix of theory and practice.

ISBN: 9780521263740 290pp ₹ 350.00

Theory of Financial Risk and Derivative Pricing From Statistical Physics to Risk Management Second Edition

Jean-Philippe Bouchaud
& Marc Potters

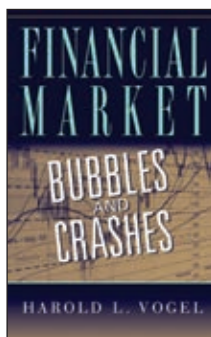


Risk control and derivative pricing have become of major concern to financial institutions, and there is a real need for adequate statistical tools to measure and anticipate the amplitude of the potential moves of the financial markets. Summarising recent theoretical developments in the field, this second edition has been substantially expanded. Additional chapters now cover stochastic processes, Monte-Carlo methods, Black-Scholes theory, the theory of the yield curve, and Minority Game. There are discussions on aspects of data analysis, financial products, non-linear correlations, and herding, feedback and agent based models. This book has become a classic reference for graduate students and researchers working in econophysics and mathematical finance, and for quantitative analysts working on risk management, derivative pricing and quantitative trading strategies.

ISBN: 9780521263368 400pp ₹ 575.00

Financial Market Bubbles and Crashes

Harold L. Vogel

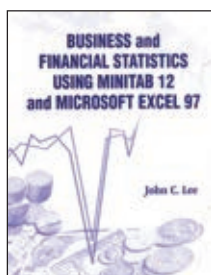


Despite the thousands of articles and the millions of times that the word 'bubble' has been used in the business press, there still does not appear to be a cohesive theory or persuasive empirical approach with which to study 'bubble' and 'crash' conditions. This book presents a plausible and accessible descriptive theory and empirical approach to the analysis of such financial market conditions. It advances such a framework through application of standard econometric methods to its central idea, which is that financial bubbles reflect urgent short side rationed demand. From this basic idea, an elasticity of variance concept is developed. It is further shown that a behavioral risk premium can probably be measured and related to the standard equity risk premium models in a way that is consistent with conventional theory.

ISBN: 9780521263306 384pp ₹ 450.00

Business and Financial Statistics Using Minitab 12 and Microsoft Excel 97

John C. Lee
(World Scientific)



The personal computer has made statistical analysis easier and cheaper. Previously, statistical analysis was difficult for many reasons. Two of the reasons were: (1) statistical analysis was slow and tedious because calculations were done by hand; (2) it was costly because it was done on mainframes and mainframe time was expensive.

This book discusses statistical analysis using two personal computer software packages, Minitab 12 and Microsoft Excel 97. Minitab was chosen because it is powerful and is one of the more user-friendly statistical software packages. Microsoft Excel 97 was selected because it is one of the most important software packages to learn and most companies use Microsoft Excel. Excel is a software package that is not dedicated to statistical analysis like Minitab, but it has many statistical features and a very powerful development environment for writing customized statistical analysis.

The book is organized in a textbook format. Each chapter discusses statistical concepts and illustrates the use of Minitab and/or Excel. Often it becomes necessary to write macros (programs) in order to do specific statistical analysis. This book prints the codes of the macros for the reader to use and study. This is valuable because usually the difficult part is how to write the code.

What the reader will find after studying this book is that statistical analysis will become more fun because he will have more time doing statistical analysis and make less statistical calculations.

ISBN: 9788175967892 368pp ₹ 395.00

GENERAL MANAGEMENT

The Future of e-Markets Multidimensional Market Mechanisms

Martin Bichler



Dynamic pricing and on-line auctions are emerging as the preferred models for e-business. This multi-disciplinary book presents a framework of negotiation protocols for electronic markets. It is the first book to combine economics with computer science and the first to describe multidimensional auction mechanisms - i.e. automated negotiations on multiple attributes and/or multiple units of a product. In addition it summarises the introductory economics needed to understand electronic markets, and surveys the literature on negotiation and auction theory. Case studies include the trading of financial derivatives. For use in the design, implementation and upgrade of electronic markets, for researchers in: economics, information systems and operations management, computer science and all students of the e-commerce phenomenon.

ISBN: 9788175964372 262pp ₹ 495.00

Explaining the Performance of Human Resource Management

Steve Fleetwood & Anthony Hesketh



Human resource departments increasingly use the statistical analysis of performance indicators as a way of demonstrating their contribution to organisational performance. In this book, Steve Fleetwood and Anthony Hesketh take issue with this 'scientific' approach by arguing that its preoccupation with statistical analysis is misplaced because it fails to take account of the complexities of organisations and the full range of issues that influence individual performance. The book is split into three parts. Part I deconstructs research into the alleged link between people and business performance by showing that it cannot explain the associations it alleges. Part II attributes these shortcomings to the importation of spurious 'scientific' methods, before going on to suggest more appropriate methods that might be used in future. Finally, Part III explores how HR executives and professionals understand their work and shows how a critical realist stance adds value to this understanding through enhanced explanation.

ISBN: 9780521263382 360pp ₹ 350.00

Organizational Design A Step-by-Step Approach Second Edition

Richard M. Burton,
Borge Obel & Gerardine DeSanctis



In today's volatile business environment, it is more important than ever that managers, whether of a global multinational or a small team, should understand the fundamentals of organizational design. Written specifically for executives and executive MBA students, the new edition of this successful book provides a step-by-step 'how to' guide for designing an organization. It features comprehensive coverage of the key aspects of organizational design, including goals, strategy, process, people, coordination, control and incentives. These aspects are explained through the use of a unique series of 2 x 2 graphs that provide an integrated, spatial way to assess and plan organizational design. The new edition features a number of important improvements, including a new framework for understanding leadership and organizational climate, the introduction of the concept of manoeuvrability and a completely new chapter examining joint ventures, mergers, partnerships and strategic alliances.

ISBN: 9781107652132 276pp ₹ 595.00

Building Respected Companies Rethinking Business Leadership and the Purpose of the Firm

Jordi Canals



The current financial crisis has deep macroeconomic roots, but the dominant view of the firm has made the crisis deeper and more devastating. Over the past few decades, maximizing shareholder value has become the main objective of the firm. Chief executives have been keen on this objective because their economic incentives have been clearly associated with stock market performance. Unfortunately, this has driven many CEOs to make terrible decisions based on short-termism and greed. In this way, the firm has become the object of anger, criticism and cynicism. In *Building Respected Companies*, Jordi Canals argues that we must address this problem by developing companies that serve society, not just their shareholders. This requires a new perspective of what a firm is, what the purpose of the firm in society should be and what the role of the board of directors and senior executives should be.

ISBN: 9781107621015 282pp ₹ 395.00

Management Across Cultures Challenges and Strategies

Richard M. Steers,
Carlos Sanchez-Runde
& Luciara Nardon



Management practices and processes frequently differ across national and regional boundaries. What may be acceptable managerial behaviour in one culture may be counterproductive or even unacceptable in another. As managers increasingly find themselves working across cultures, the need to understand these differences has become increasingly important. This book examines why these differences exist and how global managers can develop strategies and tactics to deal with them.

Key features:

- Draws on recent research in anthropology, psychology, and management, to explain the cultural and psychological underpinnings that shape managerial attitudes and behaviours
- Introduces a learning model to guide in the intellectual and practical development of managers seeking enhanced global expertise

- Offers user-friendly conceptual models to guide understanding and exploration of topics
- Summarizes and integrates the lessons learned in each chapter in applications-oriented 'Manager's Notebooks'
- A companion website featuring comprehensive chapter-by-chapter PPT slides is available at www.cambridge.org/management_across_cultures.

ISBN: 9781107606210 458pp ₹ 595.00

Global Services Outsourcing

Ronan McIvor

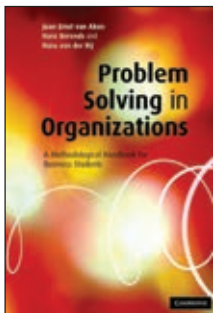


Services outsourcing is an increasingly attractive option for firms seeking to reduce costs and achieve service improvements. Many organisations now choose to transfer responsibility for entire functions such as human resources, finance and information technology services to both local and global vendors. Yet outsourcing such functions is a complex process, one that is driven by factors that transcend cost considerations alone. Issues such as service design, unbundling processes, managing work across different cultures and time zones, and business process redesign have all become important elements of managing services outsourcing arrangements. This book uses tools and techniques from a variety of disciplines to show how to successfully plan, implement and manage services outsourcing arrangements. Based on in-depth analysis of large-scale outsourcing arrangements across a wide range of sectors, this is an excellent resource for both academics and practitioners who wish to understand more about this complex phenomenon.

ISBN: 9781107670174 298pp ₹ 395.00

Problem Solving in Organizations A Methodological Handbook for Business Students

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

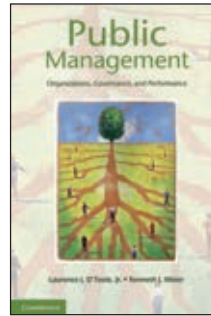


This concise introduction to the methodology of Business Problem Solving (BPS) is an indispensable guide to the design and execution of practical projects in real organizational settings. The methodology is both result-oriented and theory-based, encouraging students to use the knowledge gained on their disciplinary courses, and showing them how to do so in a fuzzy, ambiguous and politically charged real life business context. The book provides in-depth discussion of the various steps in the process of business problem solving. Rather than presenting the methodology as a recipe to be followed, the authors demonstrate how to adapt the approach to specific situations and to be flexible in scheduling the work at various steps in the process. It will be indispensable to MBA students who are undertaking their own field work.

ISBN: 9781107606180 198pp ₹ 295.00

Public Management Organizations, Governance, and Performance

Laurence J. O'Toole,
Jr & Kenneth J. Meier

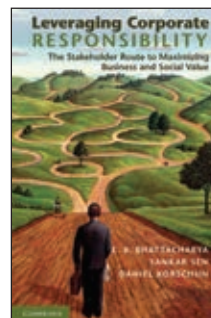


How effective are public managers as they seek to influence how public organizations deliver policy results? How, and how much, is management related to the performance of public programs? What aspects of management can be distinguished? Can their separable contributions to performance be estimated? The fate of public policies in today's world lies in the hands of public organizations, which in turn are often intertwined with others in latticed patterns of governance. Collectively, these organizations are expected to generate performance in terms of policy outputs and outcomes. In this book, two award-winning researchers investigate the effectiveness of management in the public sector. Firstly, they develop a systematic theory on how effective public managers are in shaping policy results. The rest of the book then tests this theory against a wide range of evidence, including a data set of 1,000 public organizations.

ISBN: 9781107606234 344pp ₹ 495.00

Leveraging Corporate Responsibility The Stakeholder Route to Maximizing Business and Social Value

C. B. Bhattacharya,
Sankar Sen &
Daniel Korschun



The corporate social and environmental responsibility movement, known more generally as corporate responsibility (CR), shows little sign of waning. Almost all large corporations now run some form of corporate responsibility program. Despite this widespread belief that CR can simultaneously improve societal welfare and corporate performance, most companies are largely in the dark when it comes to understanding how their stakeholders think and feel about these programs. This book argues that all companies must understand how and why stakeholders react to such information about companies and their actions. It examines the two most important stakeholder groups to companies - consumers and employees - to comprehend why, when and how they react to CR. Armed with this insight, it shows how companies can maximize the value of their CR initiatives by fostering strong stakeholder relationships to develop, implement and evaluate compelling social responsibility programs that generate value for both the company and its stakeholders.

ISBN: 9781107652385 344pp ₹ 395.00

Reengineering In Action

The Quest for World-Class Excellence

Chan Meng Khoong
(Ed.)
(World Scientific)



Business process reengineering is arguably the management paradigm of the decade. No other paradigm for organizational innovation and improvement has achieved a stronger presence and impact in corporate boardrooms around the world. In recent years reengineering has also moved away from the hype into real-world application, and there is now a vast pool of techniques and experience ready to be tapped by organizational-change advocates.

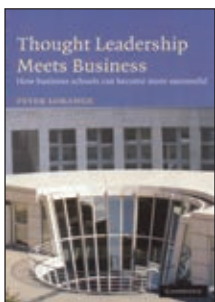
This book provides an international showcase of reengineering in action, with contributions from more than forty experts spanning five continents. Besides prescriptions of concepts and tools, it presents case studies of public sector as well as private sector reengineering experience, and visions of the future of reengineering practice.

ISBN: 9788175967878 476pp ₹ 395.00

Thought Leadership Meets Business

How business schools can become more successful

Peter Lorange



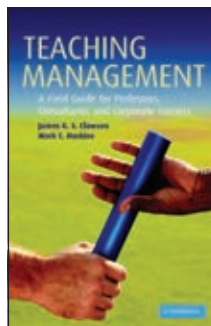
For leading corporations, talent is perhaps the only truly sustainable competitive advantage. In light of this, leading international corporations need to be staffed by the best possible executive talent from around the world. This talent revolution places a burden on business schools to offer highly focused learning, based on practical research. In addition, business schools face fierce competition in this sector, not least from the rapid growth in management education in India and South East Asia.

Thought Leadership Meets Business, first published in 2008, offers significant insights into the factors that have led to the delivery of high-quality executive education at the top-ranking International Institute for Management Development (IMD). Drawing on the experience and wisdom gained by IMD President Peter Lorange over a distinguished career of more than twenty years, this book offers a powerful model for business school success.

ISBN: 9780521263375 262pp ₹ 350.00

Teaching Management A Field Guide for Professors, Consultants, and Corporate Trainers

James G.S. Clawson &
Mark E. Haskins



How can every management class be a dynamic, unforgettable experience? This much-needed book distills over half a century of the authors' combined experience as university professors, consultants, and advisors to corporate training departments. In a lively, hands-on fashion, it describes the fundamental elements in every learning situation, allowing readers to adapt the suggestions to their particular teaching context. It sparks reflection on what we do in the classroom, why we do it, and how it might be done more effectively. The chapters are broadly organized according to things done before class, during class, and in between and after classes, so that all instructors, whether newly minted Ph.D. facing their first classroom experience, experienced faculty looking to polish their teaching techniques, consultants who want to have more impact, or corporate trainers wishing to develop in-house teaching skills, can benefit from the invaluable advice given.

Key Features

- Will help everyone to be more exciting teachers, whether their discipline is management, leadership, accounting, finance, marketing, or sales
- Explores a variety of teaching techniques such as lecturing, discussion method, case method, role playing, and experiential methods
- Allows readers to develop skills which are immediately relevant to their current skill or job demand profile
- Numerous anecdotes, examples, and stories from real teaching situations in MBA classrooms, executive education classrooms, and consulting and/or one-company internal programs
- International examples that ground concepts in different cultural settings.

ISBN: 9780521735834 508pp ₹ 550.00

Effective Negotiation From Research to Results

Ray Fells



Effective Negotiation offers a realistic and practical understanding of negotiation and the skills required in order to reach an agreement. In this book Ray Fells draws on his extensive experience as a teacher and researcher to examine key issues such as trust, power and information exchange, ethics and strategy. Recognising the complexity of the negotiation process, he gives advice on how to improve as a negotiator by turning the research on negotiation into practical recommendations. It covers:

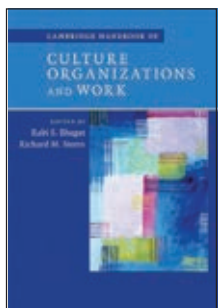
- How to negotiate strategically
- Negotiating on behalf of others
- Cultural differences in negotiation

The principles and skills outlined here focus on the business context but also apply to interpersonal and sales-based negotiations, and when resolving legal, environmental and social issues. *Effective Negotiation* also features a companion website with lecturer resources.

ISBN: 9781107665149 248pp ₹ 395.00

Cambridge Handbook of Culture, Organizations, and Work

Rabi S. Bhagat & Richard M. Steers (Eds.)

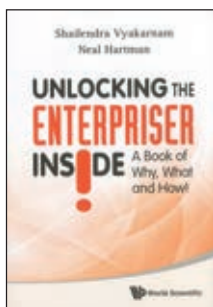


It is now widely recognised that countries around the world are becoming increasingly interconnected, and that both public and private organizations are of necessity becoming increasingly global. As political, legal, and economic barriers recede in this environment, cultural barriers emerge as a principal challenge to organizational survival and success. It is not yet clear whether these global realities will cause cultures to converge, harmonize, and seek common ground or to retrench, resist, and accentuate their differences. In either case, it is of paramount importance for both managers and organizational scholars to understand the cultural crosscurrents underlying these changes. With contributions from an international team of scholars, the *Handbook of Culture, Organizations, and Work* reviews, analyses, and integrates available theory and research to give the best information possible concerning the role of culture and cultural differences in organizational dynamics.

ISBN: 9781107662902 560pp ₹ 595.00

Unlocking The Enterpriser Inside A Book of Why, What and How!

Shailendra Vyakarnam & Neal Hartman (World Scientific)



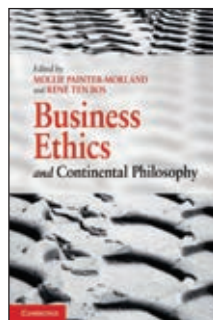
This book is based on a highly successful joint project between the University of Cambridge and the Massachusetts Institute of Technology (MIT), under the auspices of the Cambridge-MIT Institute. The project brings together communities of highly diverse individuals to share and learn how to be enterprising. It has run 17 times with the positive outcomes of not only training more enterprising individuals, but also building capacity in universities.

The unique feature of this book is how it covers learning in enterprising skills, while at the same time builds capacity in such a way that the alumni themselves can take what they have learned for the benefit of others. Through this book, the authors intend to share what they have learnt and to transmit their passion for this program to others for personal development. Hopefully, others will then repeat this positive experience and make a difference to their respective institutions and communities.

ISBN: 9789812818744 168pp ₹ 695.00

Business Ethics and Continental Philosophy

Mollie Painter-Morland & Rene ten Bos (Eds.)

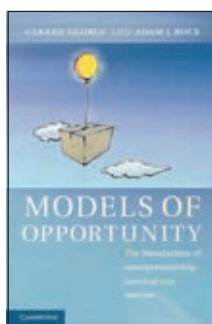


Business ethics has largely been written from the perspective of analytical philosophy with very little attention paid to the work of continental philosophers. Yet although very few of these philosophers directly discuss business ethics, it is clear that their ideas have interesting applications in this field. This innovative textbook shows how the work of continental philosophers – Deleuze and Guattari, Foucault, Levinas, Bauman, Derrida, Levinas, Nietzsche, Zizek, Jonas, Sartre, Heidegger, Latour, Nancy and Sloterdijk – can provide fresh insights into a number of different issues in business ethics. Topics covered include agency, stakeholder theory, organizational culture, organizational justice, moral decision-making, leadership, whistleblowing, corporate social responsibility, globalization and sustainability. The book includes a number of features designed to aid comprehension, including a detailed glossary of key terms, text boxes explaining key concepts, and a wide range of examples from the world of business.

Forthcoming 384pp TBA

Models of Opportunity The Foundations of Entrepreneurship, Survival and Success

Gerard George & Adam J. Bock



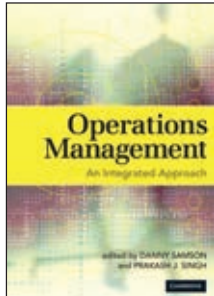
Entrepreneurship is changing. Technology and social networks create a smaller world, but widen the opportunity horizon. Today's entrepreneurs build organisations and create value in entirely new ways and with entirely new tools. Rather than just exploit new ideas, innovative entrepreneurs design organisations to make sense of unlikely opportunities. The time has come to overhaul what we know about entrepreneurship and business models. *Models of Opportunity* links scholarly research on business models and organisational design to the reality of building entrepreneurial firms. It provides actionable advice based on a deeper understanding of how business models function and change. The six insights extend corporate strategy and entrepreneurship in a completely new direction. Case studies of innovative companies across industries demonstrate how visionary entrepreneurs achieve unexpected results. The insights, tools and cases, provide a fresh perspective on emerging trends in entrepreneurship, organisational change and high-growth firms.

Forthcoming 250pp TBA

OPERATIONS MANAGEMENT

Operations Management An Integrated Approach

Danny Samson &
Prakash J. Singh (Eds.)

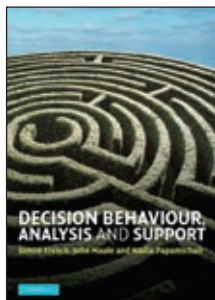


Operations Management: An Integrated Approach provides a state-of-the-art account of the systems, processes, people and technology that determine an organisation's strategy and success. With contributions from leading experts internationally, the text takes a comprehensive, comparative, and best-practice approach and applies this specifically to the Asia-Pacific region. Rigorous in scholarship yet eminently accessible in style, *Operations Management* is replete with pedagogical features - figures and tables, discussion exercises, 'Learnings from the Internet', and a diversity of long and short case studies from around the world. Students are taken on a seamless journey from the fundamentals of operations management, through to the multiple approaches, the various innovations, challenges and risks, and ultimately to models of sustainability and evaluative tools and techniques. The text effectively prepares future managers across every sector of the economy - whether in services, manufacturing, profit or non-profit environments - to lead, organise, plan and control a set of resources, in pursuit of identified goals. The book will be supported by an extensive companion website featuring PowerPoint slides for each chapter, sample answers, teaching notes and figures/images for presentations. Available at <http://www.cambridge.edu.au/academic/operations/>

ISBN: 9780521258944 576pp ₹ 595.00

Decision Behaviour, Analysis and Support

Simon French,
John Maule &
Nadia Papamichail

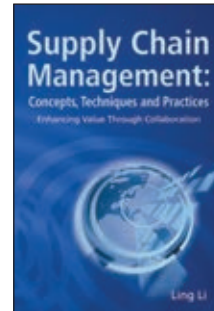


Behavioural studies have shown that while humans may be the best decision makers on the planet, we are not quite as good as we think we are. We are regularly subject to biases, inconsistencies and irrationalities in our decision making. *Decision Behaviour, Analysis and Support* explores perspectives from many different disciplines to show how we can help decision makers to deliberate and make better decisions. It considers both the use of computers and databases to support decisions as well as human aids to building analyses and some fast and frugal tricks to aid more consistent decision making. In its exploration of decision support it draws together results and observations from decision theory, behavioural and psychological studies, artificial intelligence and information systems, philosophy, operational research and organisational studies. This provides a valuable resource for managers with decision-making responsibilities and students from a range of disciplines, including management, engineering and information systems.

ISBN: 9780521255165 500pp ₹ 495.00

Supply Chain Management Concepts, Techniques and Practices Enhancing Value Through Collaboration

Ling Li
(World Scientific)



Integrating theory and practices of supply chain management, this book incorporates more than 15 years of supply chain and operations management research and industry consulting experience to both government and industry firms.

The coverage focuses on how to build a competitive supply chain using viable management strategies, operational models, decision-making techniques, and information technology. It includes a core presentation on supply chain management and new initiatives such as e-commerce, collaborative planning, forecasting, and replenishment (CPFR), data mining, knowledge management, and business intelligence.

ISBN: 9788175967960 372pp ₹ 395.00

COMMUNICATION

Group Discussion and Interview Skills

Priyadarshi Patnaik



Today's world of globalization and international commerce demands a high level of communicative competence, interpersonal skills and team skills. Group discussions and personal interviews are two hiring tools commonly used by many organizations in their process of recruitment. *Group Discussion and Interview Skills* aims to equip candidates with the requisite skills for performing well at group discussions and interviews. The book and the companion video CD, though highly suitable for self-learning, can also be used for classroom teaching.

Key Features

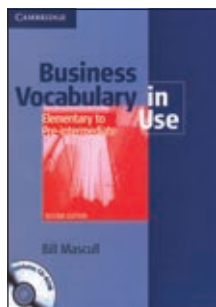
- Visuals to illustrate proper use of body language, postures and gestures
- Effective and extensive video samples with in-depth analysis
- Activities at the end of each chapter help to reinforce the learning
- Instructions for learners to do self-assessment tests, mock GDs and interviews

PB + VCD

ISBN: 9788175967847 208pp ₹ 200.00

Business Vocabulary in Use Elementary to Pre-intermediate Second Edition

Bill Mascull



Business Vocabulary in Use is for students and professionals looking to improve their knowledge and use of business vocabulary.

This second edition comes with a brand new CD-ROM complete with:

- interactive practice exercises and games
- audio of each word or phrase
- tests for each word of the book
- pronunciation symbols for the sounds of English, with audio and examples
- a phonemic chart for pronunciation support

With 17 completely new units, covering topics like Business Travel and Project Management, this expanded second edition has been fully updated to reflect recent changes in business practice. As well as covering a wide range of topics, from jobs and Industries to Products and Services, it also develops skills in key areas including Presentations, Meetings and Business Writing.

Business Vocabulary in Use Elementary to Pre-intermediate explains words and expressions, and provides practice in using the new language. This includes 'Over to you' activities so you can apply the language you learn to your own work or study.

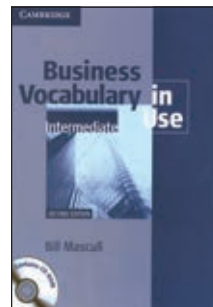
Business Vocabulary in Use Elementary to Pre-intermediate is particularly useful for self-study and includes a comprehensive answer key.

PB + CD-ROM

ISBN: 9781107616189 176pp ₹ 295.00

Business Vocabulary in Use Intermediate Second Edition

Bill Mascull



Business Vocabulary in Use is for students and professionals looking to improve their knowledge and use of business vocabulary.

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- interactive practice exercises and games
- audio of each word or phrase
- tests for each word of the book
- pronunciation symbols for the sounds of English, with audio and examples
- a phonemic chart for pronunciation support

Bringing you right up-to-date with the language you need for business today, this second edition reflects recent developments in technology, global relations and financial practice. As well as covering a wide range of topics, from Finance to Culture at Work, it also develops skills in key areas including Presentations, Meetings and Negotiations.

Business Vocabulary in Use Intermediate explains words and expressions used in a variety of work-based situations and provides practice in using the language. This includes 'Over to you' activities so you can apply the language you learn to your own work or study.

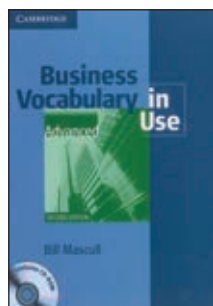
Business Vocabulary in Use Intermediate is particularly useful for self-study and includes a comprehensive answer key.

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Business Vocabulary in Use Advanced Second Edition

Bill Mascull



Business Vocabulary in Use Advanced is for students and professionals looking to expand their business vocabulary. It is for Upper-intermediate to Advanced level learners of English (levels B2 to C1 of the CEF.)

This second edition comes with a brand new CD-ROM complete with:

- interactive practice exercises and games
- audio of each word or phrase
- tests for each unit of the book
- a phonemic chart for pronunciation support.

Bringing you right up-to-date with the language you need for business today, this second edition reflects recent developments in technology, global relations and financial practice. As well as covering a wide range of topics, from Competitive Strategy to Globalisation, it also develops skills in key areas including Business writing and Working in international teams.

Business Vocabulary in Use Advanced explains words and expressions used in a variety of work-based situations and provides practice in using the language. This includes 'Over to you' activities so you can apply what you learn to your own work or study.

With vocabulary drawn from the Cambridge Business English Corpus - a collection of real English compiled from authentic sources including business magazines, professional journals and educational books - you can be sure that the language you're learning is up-to-date, relevant and natural.

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New International Business English

Leo Jones &
Richard Alexander



New International Business English is a flexible course at the upper-intermediate level for people who need or will soon need to use English in their day-to-day work.

All four skills - listening, speaking, reading, writing - are developed through a wide range of tasks which closely reflect the world of work.

Key features of the Student's Book are:

- learner-centred approach
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Malcolm Goodale



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Further Ahead A communication skills course for Business English

Sarah Jones-Macziola &
Greg White



Further Ahead is an integrated, general Business English course at elementary and lower intermediate levels.

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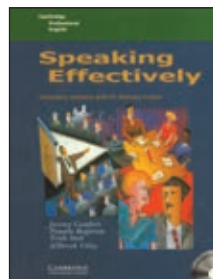
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Speaking Effectively Developing Speaking Skills for Business English

Jeremy Comfort,
Pamela Rogerson,
Trish Stott &
Derek Utley



Speaking Effectively is a resource for learners who want to improve their speaking skills in a general Business English context. It can be used as supplementary material or as the basis for a course. It contains 14 short units, which cover a range of topics from Chairing a meeting to Socializing, and 3 case studies which provide an opportunity to consolidate what has been presented in the previous units.

Speaking Effectively is accompanied by an Audio CD which provides listening comprehension and pronunciation tasks.

Self-study: *Speaking Effectively* is self-contained with an answer key and tapescripts at the back of the book so it is suitable for guided self-study.

Level: *Speaking Effectively* is suitable for learners at an intermediate level.

PB + Audio CD

ISBN: 9780521016773 136pp ₹ 395.00

English for Business Communication Student's Book

Simon Sweeney



English for Business Communication is a short course for managers who need to improve their communicative ability when:

- socialising
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- presenting
- taking part in meetings
- negotiating

The focus is on building confidence and improving fluency:

Key features:

- modular approach for greater flexibility
- focus on listening and speaking
- language and communication skills checklists for all 15 units
- realistic communication activities
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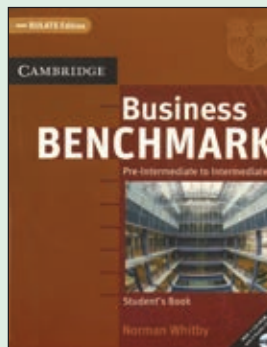
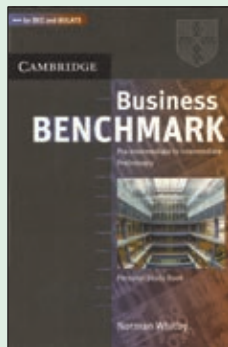
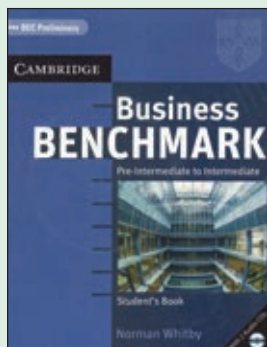
In addition to the new self-study sections, the format of the book has been increased and the content redesigned to make the course easier to use.

PB + 2 Audio CD's

ISBN: 9781107400535 162pp ₹ 550.00

Business BENCHMARK

Business Benchmark is a brand new Business English course at three levels. It helps students get ahead fast with their Business English vocabulary and skills, and gives them grammar practice in business contexts. It also helps students prepare for the internationally recognised Cambridge ESOL BULATS (Business Language Testing Service) Tests or BEC exams.



Key features:

- 24 short units, covering important vocabulary, grammar, reading, writing, listening and speaking skills for business.
- Grammar workshops providing extra grammar practice in business contexts.
- An 'Exam practice' section with authentic BULATS Test papers from Cambridge ESOL.
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- Authentic interviews with real business people available on audio CD.
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- Sample compositions for writing activities.
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The Personal Study Book contains:

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The Teacher's Resource Book provides:

- A wide range of supplementary photocopiable material, including complete extra lessons.
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- Notes on each unit with advice and suggestions for alternative treatments.
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English 365

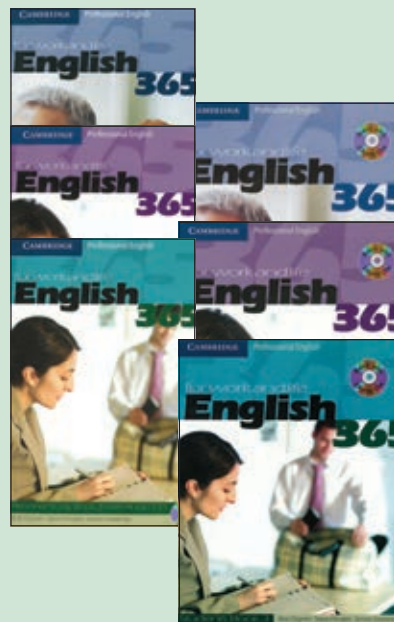
for work and life

Bob Dignen, Steve Flinders & Simon Sweeney

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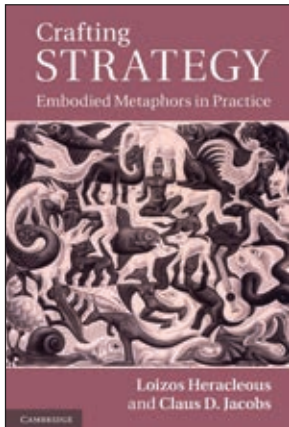


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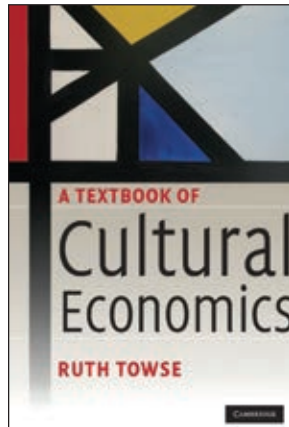
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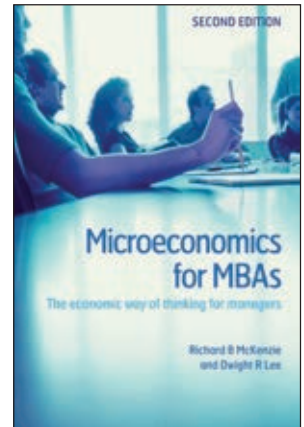
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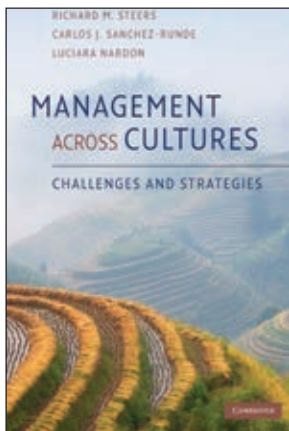
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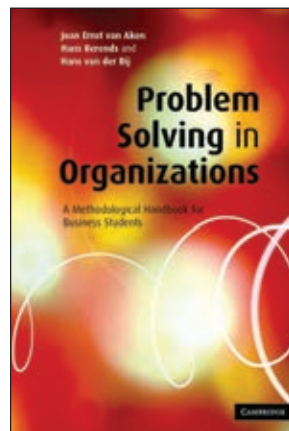
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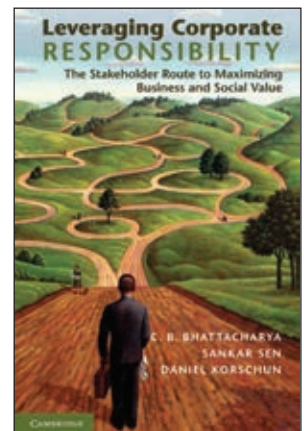
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