Business, Management and Finance

April 2015 updated catalog

forthcoming, new and backlist book titles

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Marketing and Sales
Nonprofit Organizations
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Production Operations Management
Public Administration and Management
Quality Management
Security Management
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Forthcoming Titles

Asset and Liabilities Management for Banks and Insurance Companies
by Corlosquet-Habart Marine, Gehin William, Janssen Jacques, Manca Raimondo

Competitive Quality and Innovation by Maillard Pierre

Hazardous Forecasts and Crisis Scenario Generator by Clément-Grandcourt Arnaud, Fraysse Hervé

Innovation Capability Maturity Model by Corsi Patrick, Neau Erwan

Innovation Dynamics by Corsi Patrick, Dulieu Mike

Risk Management under UCITS IV by Szylar Christian

Social Business and BOP by Faivre-Tavignot Benedicte

Sustainability and More by Corsi Patrick, Masotte Pierre
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Technology, Innovations, Media and Society coordinated by Patrick Badillo, Bruno Salgues

Smart Innovation

Coordinated by Dimitri Uzunidis, Université du Littoral, Dunkerque
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Agribusiness, Agriinnovations by Touzard Jean-Marc, Daviron Benoît
Big Data, Open Data and Data Development by Monino Jean-Louis
Circular Economy and Short Circuits by Gallaud Delphine, Laperche Blandine
Eco-innovation and Energy Transition by Depret Marc-Hubert, Picard Fabienne, Tanguy Corinne
Entrepreneurial City by Boutillier Sophie, Levratto Nadine, Carré Denis
Fab Labs, the Innovative User by Morel Laure, Le Roux Serge
Innovation Capacity, Economic Development in an Open Economy
by Liu Zeting, Casadella Vanessa, Uzunidis Dimitri
Knowledge Management and New Innovation Models by Barbaroux Pierre
Networking Innovations by Djellal Faridah, Merlin-Brogniart Céline
Transport and Sustainable Growth by Burmeister Antje
Today, innovation is at the heart of the societal issues of our civilization. All of our hopes of being able to find solutions to solve our problems, or satisfy our ambitions, rest on innovation.

However, paradoxically, innovation is destabilizing, becoming less and less appealing, and has to be installed into increasingly complex systems. The risk of failure is thus growing.

The aim of this book is to present new quality practices adapted to the specifics of innovation processes in order to increase their chances of success while also facilitating support of the creators who are often put off by the constraints of traditional quality management methods. These practices are applied in businesses of all sizes who do not want to broadcast on this subject as they are at the center of the factors that make them competitive.

These quality approaches, which are specific to each innovation process, rest on a common methodological platform that is at the core of this book.

Contents

1. The Innovation Concept.
2. Competitive Quality of an Innovation.
3. Competitive Quality Tactics.
4. The Marketing Quality of an Innovation.
5. The “Quality” Fuel of an Innovation.
6. The Emitters of Quality Fuel.
7. Qualification of Emitters.
8. Validation of Marketing Quality.
11. Ensuring Benefits.
12. The Role of the Quality Department.
13. Quality Culture in Project.

L’innovation réussie par la qualité – 9781784050238
The above title is published in French by ISTE Editions (www.iste-editions.fr)
VaR Methodology for Non-Gaussian Finance
Marine Habart-Corlosquet, BNP, Paris, France, Jacques Janssen, Solvay Brussels School of Management and Economics, Belgium and Raimondo Manca, La Sapienza University, Rome, Italy

ISBN: 9781848214644 • 2013 • 176 pages • USD 80.00 • ISTE–WILEY

This book shows how new value at risk (VaR) techniques can be built more appropriately for a crisis situation. VaR methodology for non-Gaussian Finance looks at the importance of VaR in standard international rules for banks and insurance companies; gives the first non-Gaussian extensions of VaR and applies several basic statistical theories to extend classical results of VaR techniques such as the NP approximation, the Cornish-Fisher approximation, extreme and a Pareto distribution. Several non-Gaussian models using Copula methodology, Lévy processes along with particular attention to models with jumps such as the Merton model are presented; as are the consideration of time homogeneous and non-homogeneous Markov and semi-Markov processes and for each of these models.

Spatial Econometrics Using Microdata
Jean Dubé, Laval University, Canada and Diègo Legros, University of Burgundy, France

ISBN: 9781848214682 • 2014 • 250 pages • USD 105.00 • ISTE–WILEY

This book puts special emphasis on spatial data compilation and the structuring of connections between the observations. Descriptive analysis methods of spatial data are presented in order to identify and measure the global and local spatial autocorrelation. The authors then move on to incorporate this spatial component into spatial autoregressive models. These models allow us to control the problem of spatial autocorrelation among residuals of the linear statistical model, thereby contravening one of the basic hypotheses of the ordinary least squares approach.

Econométrie spatiale appliquée des microdonnées – ISBN 9781784050214
The above title is published in French by ISTE Editions (www.iste-editions.fr)
Decision-Making and Action
Jean-Charles Pomerol, UPMC, France

This book provides a bridge between the latest results in artificial intelligence, neurobiology, psychology and decision-making for action.

Contents
1. What is a Decision, or What Does Decision Theory Have to Teach Us?
3. The Process of Decision-Making and its Rationality, or What Does Artificial Intelligence Have to Teach Us?
4. Intuition, Emotion, Recognition and Reasoning or, What Does the Neurobiology of Decision-Making Have to Teach Us?
5. Decision-Making in the Presence of Conflicting Criteria, or What Does a Multicriterion Decision Aid Have to Teach Us?
6. The Decision-Maker's Psychology, or What Does Psychology Have to Teach Us?
8. Action: Giving the Impetus or Managing.

UCITS Handbook
Edited by Christian Szylar, Marshall Wace LLP, UK

This handbook intends to introduce systematically recent developments in different areas of UCITS through a multidisciplinary approach.

Contents
1. Setting up a UCITS Fund.
2. UCITS Management Companies.
3. Risk Management in the Context of UCITS IV.
5. UCITS – The Investment Limits.
6. UCITS Distribution.
7. The UCITS Management Company and Delegation.
8. UCITS Taxation.
9. Alternative UCITS.

Strategic Decisions and Weak Signals
Anticipation for Decision-making
Humbert Lesca, Pierre Mendés-France University, Grenoble, Nicolas Lesca, Claude Bernard University, Lyon, France
Coordinated by Jean-Charles Pomerol

The study of the exploitation of weak signals in organizational strategy is a tricky business, and one which has only been practiced in organizations surprisingly recently.
For this reason, this book introduces working methods and computer-based tools to facilitate experimentation and operational implementation.

Contents
1. The Subject Within the Field of Management Science: Concepts and Issues.
2. State of the Art: Systems Suggested by Previous Authors.
3. Proposed Systems: Results of Information System Prototyping Research Conducted at the CNRS-CERAG Lab (France).

Business, Management and Finance Series
Published Titles

ISBN: 9781848214101 • 2012 • 288 pages • USD 125.00 • ISTE–WILEY

UCITS Handbook
Edited by Christian Szylar, Marshall Wace LLP, UK

Business, Management and Finance Series

ISBN: 9781848213494 • 2012 • 384 pages • USD 145.00 • ISTE–WILEY

Strategic Decisions and Weak Signals
Anticipation for Decision-making
Humbert Lesca, Pierre Mendés-France University, Grenoble, Nicolas Lesca, Claude Bernard University, Lyon, France
Coordinated by Jean-Charles Pomerol

ISBN: 9781848216099 • 2014 • 144 pages • USD 75.00 • ISTE–WILEY

Business, Management and Finance Series

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1. What is a Decision, or What Does Decision Theory Have to Teach Us?
3. The Process of Decision-Making and its Rationality, or What Does Artificial Intelligence Have to Teach Us?
Competitive Quality Strategies
Pierre Maillard, Consultant, France

Coordinated by Bernard Dubuisson

ISBN: 9781848214514 • 2012 • 176 pages • USD 75.00 • ISTE–WILEY

This book presents new methodological principles that help leaders of businesses of all sizes to use, in the most effective way, the quality of their valuable production to enhance their competitiveness.

The concepts and models of principles of actions presented result from over 20 years of observation by the author of the way in which companies of all sizes and in all sectors attempt to use specific mechanisms of quality production in exchanges with their stakeholders, to give rise to long-lasting competitive factors.

The new tools presented in this book, which have been tested in several companies, provide an answer to the need to boost growth in industrialized countries.

Contents

2. The Definition of a Competitive Quality Tactic.
5. Selling a Competitive Quality Tactic.

Les tactiques de la qualité compétitive – ISBN 9781784050139
The above title is published in French by ISTE Editions (www.iste-editions.fr)

Process Engineering and Industrial Management
Edited by Jean-Pierre Dal Pont, French Chemical Engineering Society, France

Business, Management and Finance Series

ISBN: 9781848213265 • 2012 • 528 pages • USD 197.00 • ISTE–WILEY

This title combines experience from academia and industry in the field of industrialization, i.e. in all processes involved in the conversion of research into successful operations. Enterprises are facing major challenges in a world of fierce competition and globalization. Process engineering techniques provide Process Industries with the necessary tools to cope with these issues. The chapters of this book give a new approach to the management of technology, projects and manufacturing.

Contents

Part 1. The Company as of Today
1. The Industrial Company: Its Purpose, History, Context, and its Tomorrow?
2. The Two Modes of Operation of the Company – Operational and Entrepreneurial.

Part 2. Process Development and Industrialization

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11. Innovation in Chemical Engineering Industries.
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