Business, Management and Finance

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forthcoming, new and backlist titles

Business, management et finance

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Titres à paraître, nouveautés et fonds

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Business, Management and Finance

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Topics covered Thématiques couvertes

Business and Society Economie
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Economics Gestion
Finance Management Gestion de la qualité
Investments Gestion de la sécurité
Management Gestion des administrations publiques
Marketing and Sales Gestion des processus et des projets
Nonprofit Organizations Gestion et société
Process and Project Management Marketing et gestion des ventes
Production Operations Management Organisations sans but lucratif
Public Administration and Management Productique et management
Quality Management Statistique pour la gestion
Security Management Technologie de la gestion
Training and Human Resource Development
Forthcoming Titles – Titres à paraître

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

Forthcoming Sets – Séries à paraître

Applied New Finance  
Coordinated by Jacques Janssen

Innovation between Risk and Reward  
Guillhon Bernard, Montchaud Sandra

Industrialization of Medicine – Industrialisation de la médecine  
Coordinated by Bruno Salgues

Technology, Innovations, Media and Society  
Coordinated by Patrick Badillo, Bruno Salgues
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.
Strategic Decisions and Weak Signals

ANTICIPATION FOR DECISION-MAKING
Humbert Lesca, Pierre Mendés-France University, Grenoble, Nicolas Lesca, Claude Bernard University, Lyon, France

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

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).

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..

Contents

1. Use of Value-At-Risk (VAR) Techniques for Solvency II, Basel II and III.
3. VAR Extensions from Gaussian Finance to Non-Gaussian Finance.
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.

This title can be used as a reference for those studying towards a bachelor’s or master’s degree in regional science or economic geography, looking to work with geolocalized (micro) data, but without possessing advanced statistical theoretical basics. The authors also address the application of the spatial analysis methods in the context where spatial data are pooled over time (spatio-temporal data), focusing on the recent developments in the field.

Contents

1. Econometrics and Spatial Dimensions.
2. Structuring Spatial Relations.
3. Spatial Autocorrelation.
5. Spatio-Temporal Modeling.
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.

This handbook intends to introduce systematically recent developments in different areas of UCITS through a multi-disciplinary 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.
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.
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

Part 3. The Necessary Adaptation of the Company for the Future
11. Innovation in Chemical Engineering Industries.
12. The Place of Intensified Processes in the Plant of the Future.
sous la direction de Jacques Janssen

Le capital risque

De la levée de fonds au désinvestissement

Donia Trabelsi, Telecom Ecole de management, Paris

ISBN: 97817840481 • 2014 • 114 pages • Euros 19.00 • e-book 9,90 €

Cet ouvrage fournit une vue d’ensemble des relations tripartites liant les différents acteurs du capital risque, à savoir les apporteurs de capitaux, le capital risqueur et les entreprises financées. Il traite du processus de levée de fonds, de la logique séquentielle de l’investissement et de la phase critique de désinvestissement en faisant le lien entre les faits, la théorie et la littérature académique.

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Sommaire

1. Le capital risque : un principe, plusieurs métiers
2. Les modalités de partenariat entre le CR et l’investisseur final
3. Les relations entre les capital-risqueurs et les entrepreneurs
4. La sortie

Le marketing des objets technologiques et des services numériques

Bruno Salgues, Institut Mines Telecom et Laurent Bister, consultant

ISBN: 9781784050146 • 2014 • 202 pages • Euros 39.00 • e-book 9,90 €

A l’ère d’Internet et des réseaux sociaux, cet ouvrage développe la notion de marché, ses différentes formes, ses caractéristiques et ses conditions particulières, mais également les mécanismes primordiaux du passage des besoins aux désirs.

Sommaire

1. Le marketing et le management
2. Le marché, fondement du marketing
3. Le consommateur
4. Les analyses de marché
5. Les différents outils d’analyse d’un marché
6. Le cahier des charges, l’appel d’offres, le dépouillement des propositions
7. Les études qualitatives
8. Les études quantitatives
Les entreprises sont capables de rebond et de résilience. Lors de crises organisationnelles, certaines ressources émergent pour aider autrui. Ces ressources rares, appelées les toxic handlers, sauvent les entreprises par acte de compassion.

De quelle manière ces individus qui ne laissent rien paraître au regard de leur entreprise se trouvent subitement pris de compassion pour leurs collègues ? Empathie et compassion en entreprise dresse un modèle d’analyse basé sur un questionnaire de la résilience de compassion, appliqué sur plusieurs entreprises de grandes tailles traversant une crise.

Ouvrant un champ de recherches large, cet ouvrage amène de nombreuses perspectives au regard de la problématique de l'empathie et de la compassion en entreprise.

Sommaire

1. En guise d'architecture
2. Théorie de la compassion
3. Processus individuel
4. Processus collectif
5. Processus organisationnel
6. L'entreprise émotionnelle
7. Réalisation d'un modèle
Environmental Scanning and Sustainable Development
Edited by Nicolas Lesca, IAE, Pierre Mendès France University, Grenoble, France
9781848212848 • 2011 • 320 pages • USD 127.00

Innovation Ecosystems
Eunika Mercier-Laurent, IEA Lyon, France
9781848213258 • 2011 • 272 pages • USD 127.00

Weak Signals for Strategic Intelligence
Anticipation Tool for Managers
Humbert Lesca, Pierre Mendès France University, Grenoble and Nicolas Lesca, Claude Bernard University, Lyon, France
9781848213180 • 2011 • 256 pages • USD 96.00

Business Intelligence
Evaluation and Impact on Performance
Corine Cohen, International University of Monaco
9781848211148 • 2009 • 304 pages • USD 140.00

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Edited by Chantal Ammi, INT Evry, France
9781905209637 • 2007 • 304 pages • USD 170.00

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Edited by Imed Boughzala and Jean-Louis Ermine, Institut National des Télécommunications, Evry, France
9781905209033 • 2006 • 296 pages • USD 140.00

Evolving Corporate Structures and Cultures in Asia
The Impact of Globalization
Edited by Sam Dzever, INT, Evry, Jacques Jaussaud, IAE - University of Pau, France and Bernadette Andreosso-O’Callaghan, University of Limerick, Ireland
9781848210912 • 2008 • 248 pages • USD 110.00

Sustainable Development in the USA
Jean-Marc Zaninetti, University of Orléans, France
9781848211339 • 2009 • 272 pages • USD 105.00

Risk Management under UCITS III / IV
A New Challenge for the Fund industry
Christian Szylar, Kinetic Partners LLP, United Kingdom
9781848212107 • 2010 • 288 pages • USD 165.00

Innovation Engineering
The Power of Intangible Networks
Edited by Patrick Corsi, KINNSYS, Belgium et al.
9781905209552 • 2006 • 416 pages • USD 235.00

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Driving Innovations for Non-Marketers
Patrick Corsi, KINNSYS, Brussels, Belgium and Mike Dulieu, Consultant, United Kingdom
9781848211049 • 2008 • 256 pages • USD 110.00
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