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February 2012

Management und Wirtschaft/ Business Administration

— **Abdelkafi: Variety-Induced Complexity in Mass Customization**

Concepts and Management

2008, softcover, 314 pages, Euro (D) 59,00/ USD 84,00 / GBP 54,00; ISBN 978-3-503-11022-3,
Operations and Technology Management Band 7.

In this book, Nizar Abdelkafi defines variety-induced complexity from the perspectives of the company, supply chain and customers. The author develops a sequence model and a key metrics system for the management of internal complexity, proposes a matrix-based tool that identifies the causes of complexity in mass customization supply chains and conducts an explorative study at a Germany-based company. Furthermore he identifies features, to use in online configuration systems to reduce the complexity that customers face during the product selection process.

— **Blecker/Kersten (Hrsg.): Complexity Management in Supply Chains**

Concepts, Tools and Methods

2006, softcover, 347 pages, Euro (D) 59,00/ USD 84,00/ GBP 54,00; ISBN 978-3-503-09737-1,
Operations and Technology Management Band 2.

The new book, edited by Thorsten Blecker and Wolfgang Kersten, is exemplifying the current progress in complexity management. Separate chapters are dedicated to clarify complexity management in transportation, networks and supply chains. It offers important insights of global and flexible network modelling to manage complexity, complexity in supply chains – developing human resource strategy, performance measurement of green supply chain management, complexity in transportation by means of containers and air-cargos. The volume, written by well-known experts of supply chain management from all over the world, shows applicable solutions, practical examples and use cases to illustrate complexity management and its application in logistics and supply chain management. It presents the central perspectives for a modern complexity management in supply chains.

— **Blecker/Kersten/Gertz (Hrsg.): Management in Logistics Networks and Nodes**

Concepts, Technology and Applications

2008, softcover, 443 pages, Euro (D) 69,00/ USD 98,00/ GBP 63,00; ISBN 978-3-503-11227-2,
Operations and Technology Management Band 8.

Today, there is a huge variety of logistics networks – ranging from very simple locally oriented chains to internationally operating complex systems. This volume, edited by Thorsten Blecker, Wolfgang Kersten and Carsten Gertz provides a valuable insight into: new concepts for transportation and supply chain management, latest findings in the area of distribution management, pioneering technologies for logistics such as Auto-ID and more. With this book you will learn how to manage existing nodes in different fields of logistics.

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Blecker/Kersten/Lüthje (Ed.): Innovative Process Optimization Methods in Logistics

Emerging Trends, Concepts and Technologies

2010, softcover, 424 pages, Euro (D) 119,00/ USD 166,00/ GBP 107,00; ISBN 978-3-503-12683-5,

Operations and Technology Management Band 13.

This volume edited by Thorsten Blecker, Wolfgang Kersten and Christian Lüthje provides a valuable insight into novel concepts and approaches in logistics process optimization and supply chain efficiency, pioneering approaches in modern supply chain design, concrete cases of performance driven supply chain optimization, innovative technological solutions in logistics and supply chain management. The volume appeals to practitioners and researchers alike, who are interested in current contributions by international authors, providing theoretical, empirical and case-study oriented background and information on their research work.

Blecker/Kersten/Meyer Hrsg.: High-Performance Logistics

Methods and Technologies

2009, softcover, 257 pages, Euro (D) 69,00/ USD 98,00/ GBP 63,00; ISBN 978-3-503-12048-2,

Operations and Technology Management Band 12.

Logistics is a key enabler of supply chain collaboration, thus improving performance in this field allows supply chains to increase their efficiency significantly. This volume, edited by Thorsten Blecker, Wolfgang Kersten and Matthias Meyer provides a valuable insight into: new concepts for logistics and supply chain management, latest findings in the area of performance management, simulation approaches for high-performance supply chains and information on pioneering technologies for logistics such as Auto-ID. Know-how for you to optimize logistics networks and supply chains.

Blecker/Kersten/Herstatt (Ed.): Key Factors for Successful Logistics

Services, Transportation Concepts, IT and Management Tools

2007, 308 pages, softcover, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-10600-4

Operations and Technology Management, volume 5

Logistics is a key enabler of supply chain collaboration. Innovations in this field, such as RFID technology, allow supply chains to increase their efficiency significantly and help to create further innovations in different areas. In this context, an important task is to find structures and approaches which enable all types of innovations in logistics and supply chains for a better fulfillment of customer needs. Another challenge is to handle the growing organizational complexity and the associated supply chain risks. This volume, edited by Thorsten Blecker, Wolfgang Kersten and Cornelius Herstatt provides valuable insights into planning and optimization of logistic processes, new concepts for transportation and supply chain event management, latest findings in the area of complexity management, insights into innovative IT systems in logistics and pioneering technologies for logistics like Auto-ID. The book for ambitious innovations in logistics with IT!

Blecker/Huang (Ed.): RFID in Operations and Supply Chain Management

Research and Applications

2008, 523 pages, softcover, Euro (D) 69,00/ USD 98,00/ GBP 63,00; ISBN 978-3-503-10088-0

Operations and Technology Management, volume 6

This volume, edited by Thorsten Blecker and George Q. Huang, presents current research and applications of RFID in practice, e.g. RFID for customer relationship management, identity-based tracking and web services for small- and medium-sized enterprises, RFID based system for real-time fruit management. In addition, the book dwells on logistic standards and emerging issues such as privacy and security considerations of RFID systems.

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Daim/Gerdsri/Basoglu (Ed.): Technology Assessment

Forecasting Future Adoption of Emerging Technologies

2010, softcover, 242 pages, Euro (D) 69,00/ USD 98,00/ GBP 63,00; ISBN 978-3-503-12675-0, Operations and Technology Management Band 10.

This volume, edited by Tugrul Daim, Nathasit Gerdsri and Nuri Basoglu, focuses on three areas Technology Assessment, Technology Forecasting and Technology Diffusion. It shows an introduction to different types of assessment methods and applications from different sectors including energy, healthcare and communications; technology forecasting and foresight and a review of conventional and emerging methods; the diffusion of technologies by exploring adoption of products and services from different sectors. With this book you will gain central insights into Technology Assessment!

European Confederation of Institutes of Internal Auditing (ECIIA) (Ed.): The Role of Internal Audit in Corporate Governance in Europe

Current Status, Necessary Improvements, Future Tasks

2007, softcover, 139 pages, Euro (D) 24,95/ USD 37,00/ GBP 24,00; ISBN 978-3-503-10056-9

eBook also available, same price, PDF, ISBN 978-3-503-11272-2. More information on <http://eBooks.ESV.info>.

Based on a survey between all national Institutes of Internal Auditing in Europe this book shows a widespread picture of European Corporate Governance activities and Internal Audit: - Specific questions regarding the current involvement of Internal Audit in Corporate Governance aspects; - the State of the art of Internal Audit: position, scope and quality management; - Focal points for improving the role of Internal Audit in Corporate Governance in Europe. All insights of the book are concentrated on European companies and offer European solutions for Internal Auditing. They are empirically founded and written in a clear and direct way for practical use. This is the first work for the European profession of Internal Audit that formulates eight focal points for improving the role of Internal Audit in Corporate Governance in Europe. The book shows how Internal Audit can fundamentally strengthen good Corporate Governance.

European Confederation of Institutes of Internal Auditing (ECIIA) (Hrsg.): Banking Internal Auditing in Europe

Overview and Recommendations by the Banking Advisory Group

2008, softcover, 156 pages, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-11037-7

The financial and banking environment is presently undergoing major changes. This book guides towards a greater understanding of the European banking regulatory environment, its impacts on the internal control and the internal audit function within banking organisations. The Banking Advisory Group of the ECIIA highlights topics such as Corporate Governance, the role of the Audit Committee, the positioning of Internal Audit within the Organisation and the necessary audit approach adopted by multinational banking entities. A list of thirteen recommendations recaps the important points of this book.

European Confederation of Institutes of Internal Auditing (ECIIA) (Hrsg.): Common Body of Knowledge in Internal Auditing

A State of the Art in Europe

2008, softcover, 141 pages, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-11036-0

eBook also available, same price, PDF, ISBN 978-3-503-12410-7. More information on <http://eBooks.ESV.info>.

Based on a global research program about internal auditing in practice this research report delivers valuable insights into current and future trends in internal auditing. You will gain benchmarking information on organizational characteristics, internal audit function and staffing, internal auditing

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standards, tools, skills and competences. The most comprehensive study about internal auditing practices in Europe with data from 21 participating countries!

European Confederation of Institutes of Internal Auditing (ECIIA) (Hrsg.): ECIIA – Yearbook of Internal Audit

2009/2010: Best Practices for a Reliable Management

2009, softcover, 152 pages, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-12068-0

In order to meet increased expectations on Internal Audit the European Confederation of Institutes of Internal Auditing (ECIIA) presents expert knowledge of: Internal Audit methodologies and practices, ethical practices, IT-Audit, credit crunch impacts, and future of Internal Audit. Many practical advices help you to fulfil all auditing tasks with the highest efficiency. The book provides a broad perspective on various auditing topics, written by reputable authors from across Europe!

European Confederation of Institutes of Internal Auditing (ECIIA) (Ed.): Global Management Challenges for Internal Auditors

ECIIA Yearbook of Internal Audit 2010/11

2011, 152 pages, softcover, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-12940-9

For Internal Auditors the ability to work smarter will increase in importance over the coming year. Sharing information and knowledge between internal audit teams will be crucial. The experts of the ECIIA offer you insights and their knowledge about Internal Audit Standards & Professional Practice Framework, Corporate Governance & Risk Management, Internal Audit Practices and the future of Internal Auditing. An excellent overview about recent developments and requirements for European Internal Auditors! eBook also available, same price, PDF, ISBN 978-3-503-12977-5. More information on <http://eBooks.ESV.info>.

Groß/Schröder (Eds.): Handbook of Low Cost Airlines

Strategies, Business Processes and Market Environment

2007, softcover, 319 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-10081-1

The handbook supplies for the first time a comprehensive overview of the new air traffic segment by addressing the issues of the actual business model, discussing strategies of low cost airlines and expanding on the aspects of suppliers, customers, cooperation partners and competitors. The handbook pools the knowledge of experienced and renowned experts. Detail information on actual themes is supplied, for instance: Basic Business Model of Low Cost Airlines, Business Processes and IT-Solutions, Low Cost Airlines from a charter perspective, Unfair Conditions of Carriage, Tourism and Low Cost Carriers, Ecological and Economical Impacts, Airports in the Process of Change, Low Cost Carriers and Railway, Transferring the Low Cost Strategy to Ship, Bus and Rental Car Companies.

Henschel: Risk Management Practices of SMEs

Evaluating and Implementing Effective Risk Management Systems

2008, softcover, 436 pages, Euro (D) 59,00/ USD 84,00/ GBP 54,00; ISBN 978-3-503-11043-8,

Management und Wirtschaft Studien Band 68.

eBook also available, same price, PDF, ISBN 978-3-503-11262-3. More information on <http://eBooks.ESV.info>.

The establishment of an effective risk management system is essential to the survival of SMEs. Thomas Henschel offers a scoring approach which allows a comprehensive evaluation of different types of risk management systems and gives precise recommendations for the implementation of an effective risk management for SMEs.

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Henselmann/Hofmann: Accounting Fraud

Case Studies and Practical Implications

2010, hardcover, 314 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-12917-1

eBook also available, same price, PDF, ISBN 978-3-503-12943-0. More information on <http://eBooks.ESV.info>.

In this casebook, with forty-four prominent examples drawn exclusively from real-world fraud cases, Klaus Henselmann and Stefan Hofmann provide comprehensive and crucial knowledge about the topic. With unparalleled insights on the scams used by corporate executives to perpetrate accounting fraud, in-depth coverage of the scandalous events at major corporations, an examination of the circumstances leading to these corporate governance fiascos and useful practice aids for fraud-fighters – including a schedule of early warning signs, an “ethics barometer”, and an inquiry guide for fraud interviews. A must-read for anyone who cares about compliance and corporate integrity!

Keller/Bieger (Ed.): Managing Change in Tourism

Creating Opportunities – Overcoming Obstacles

2010, softcover, 157 pages, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-12066-6,

International Tourism Research and Concepts Band 04.

This book, edited by Peter Keller and Thomas Bieger, provides you an unique analytical framework for the management of change in tourism. It is based on the experience of a network of more than 300 researchers from around the world. Case studies and empirical research results deepen the analyses in the three dimensions of: drivers of change, change on destination level, change on company level. By this, the book is a substantial basis for studying change in tourism by scholars and practitioners as well as a resource for seminars and courses in the field.

Keller/Bieger (Ed.): Tourism Development after the Crises

Global Imbalances – Poverty Alleviation

2011, softcover, 248 pages, Euro (D) 39,95/ USD 58,00 / GBP 37,00; ISBN 978-3-503-13002-3,

International Tourism Research and Concepts Band 5.

eBook also available, same price, PDF, ISBN 978-3-503-13004-7. More information on <http://eBooks.ESV.info>.

This book, edited by Peter Keller and Thomas Bieger, provides a unique analysis of the recent financial crisis on world tourism and particularly the development models which contribute to reduce poverty. The volume is based on the knowledge of a network of more than 300 researches and includes experiences from Europe, Africa and Asia. It focuses on the latest economic crises as a framework for analyses and as a real life case study.

Keller/Bieger (Eds.): Productivity in Tourism

Fundamentals and Concepts for Achieving Growth and Competitiveness

2007, softcover, 252 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-10343-0,

International Tourism Research and Concepts Band 2.

In tourism business productivity is decisive for competitiveness and growth. But there is a high uncertainty how to increase productivity without loss of quality and cost increases. This book, edited by Peter Keller and Thomas Bieger, provides an integrated analytical framework for understanding and improving productivity in tourism. Issues in the book are the labour productivity problem, trade-off between quality and productivity, information and communication technology, optimal firm size and cooperation and the role of government. The work contains highly qualified contributions from 32 leading researchers from 10 countries. They are empirically founded with a background of many practical cases. You will find fundamental insights, which drive to new solutions in business and new research in the field.

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Keller/Bieger (Hrsg.): Marketing Efficiency in Tourism

Coping with Volatile Demand

2006, softcover, 262 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-09724-1, International Tourism Research and Concepts Band 1.

This volume offers a fundamental understanding of future marketing challenges in tourism. It provides important and detailed results, solutions and tools for crises management and tourism marketing after crises, cooperative branding, price management from a customer perspective, adding value through IT solutions, methods to increase marketing efficiency, steps towards an integrated promotion of places. The book of the International Association of Scientific Experts in Tourism (Aiest) contributes many strictly proofed insights and solutions for an efficient and effective marketing management in tourism. It presents the central perspectives for modern marketing in the main fields of the tourism industry. The book is written by 44 authors of 14 nations. Therefore readers will obtain the most important internationally results for marketing in the tourism business.

Keller/Bieger (Hrsg.): Real Estate and Destination Development in Tourism

Successful Strategies and Instruments

2008, softcover, 321 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-11088-9, International Tourism Research and Concepts Band 3.

Real Estate is one of the driving factors of destination development. This book, edited by Peter Keller and Thomas Bieger, contributes to the deeper understanding of the dynamics of Real Estate development in destinations. Issues among others are: evolving Real Estate Business Models in Destinations, the Socio-Economic Impacts of Real Estate on Destinations, optimizing Destination Capacity. An unique database for the topic with contributions from 43 researchers and 18 case studies.

Keller/Laesser (Hrsg.): New Challenges for Tourism Promotion

Tackling High Competition and Multimedia Changes

2012, softcover, 175 pages, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-13838-8, International Tourism Research and Concepts Band 6.

Increased competition, the ongoing differentiation process of potential visitors` needs and the irreversible development to a multimedia information and communication society are tremendous challenges for institutions which aim to attract and keep loyal visitors. In this book, Aiest's experts put forward new ideas on how to rise to some of the most intriguing and urgent questions of modern tourism promotion.

Kersten/Blecker (Hrsg.): Managing Risks in Supply Chains

How to Build Reliable Collaboration in Logistics

2006, softcover, 300 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-09736-4, Operations and Technology Management Band 1.

eBook also available, same price, PDF, ISBN 978-3-503-11277-7. More information on <http://eBooks.Esv.info>.

The new volume, edited by Wolfgang Kersten and Thorsten Blecker, offers the most important perspectives on supply chain risk management. The contributions written by named experts provide actual information about workable approaches for supply chain risk management, analyses of supply chain risks, identification of key risk factors for logistics outsourcing, assessment of the uncertainty of delivery. With this book readers will gain central insights how to handle approaches for supply chain risk management within their business. They will learn how to manage risks effectively to build leaner supply chains with a maintainable risk exposure for all partners in industry and services.

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Kersten/Blecker/Flämig (Hrsg.): Global Logistics Management

Sustainability, Quality, Risks

2008, softcover, 482 pages, Euro (D) 69,00/ USD 98,00/ GBP 63,00; ISBN 978-3-503-11228-9,

Operations and Technology Management Band 9.

Nowadays the supply chain management framework is improved continuously by new elements like quality or risk management.

This volume, edited by Wolfgang Kersten, Thorsten Blecker and Heike Flämig provides a valuable insight into: latest findings in the area of global logistics, new concepts for product induced logistics strategies, quality and risk management for logistics and supply chains, the challenge of sustainability, performance and capacity management. With this volume you will learn how to optimize the management of existing networks in different fields of logistics.

Kersten/Blecker/Herstatt (Ed.): Innovative Logistics Management

Competitive Advantages through new Processes and Services

2007, 367 pages, softcover, Euro (D) 59,00/ USD 84,00/ GBP 54,00; ISBN 978-3-503-10399-7

Operations and Technology Management, volume 4

In the future process and service innovations will gain further importance in practice and research. Even today, market winners need them to obtain advantage in competition. In this context logistics and supply chain management are key enablers. Innovations in these areas will allow supply chains to increase their efficiency significantly and help to create further innovations in different areas. This volume, edited by Wolfgang Kersten, Thorsten Blecker and Cornelius Herstatt provides insights into new concepts and innovations in the areas of logistics management concepts, supply chain planning and design, supply chain management driven innovations, risk and sustainability management and regional innovations for logistics. The book for ambitious innovators in logistics! In addition, it offers valuable insights into the status of logistic supply chain management for lecturers and students.

Kersten/Blecker/Lüthje (Ed.): Pioneering Solutions in Supply Chain Management

A Comprehensive Insight into Current Management Approaches

2010, softcover, 387 pages, Euro (D) 99,00/ USD 139,00/ GBP 89,00; ISBN 978-3-503-12685-9,

Operations and Technology Management Band 14.

This volume, edited by Wolfgang Kersten, Thorsten Blecker and Christian Lüthje, will provide insights into approaches for innovations in supply chain risk management, holistic considerations of co-operative and collaborative supply and logistics management, innovations for the design of competitive and sustainable supply chains, novel developments in the field of logistics and supply chain management. The volume appeals to practitioners and researchers alike, who are interested in current contributions by international authors, providing theoretical, empirical and case-study oriented background and information on their research work.

Kersten/Blecker/Meyer Hrsg.: Supply Chain Performance Management

Current Approaches

2009, softcover, 269 pages, Euro (D) 69,00/ USD 98,00/ GBP 63,00; ISBN 978-3-503-12047-5,

Operations and Technology Management Band 11.

Globalization, shorter product life cycles, and new information technologies - competition takes no longer between companies, but between entire supply chains. This volume edited by Wolfgang Kersten, Thorsten Blecker, and Matthias Meyer provides a valuable insight into: approaches for a supply chain performance management, holistic considerations of supply and inventory management, concrete cases of performance driven supply chain optimization, novel developments in the field of logistics and supply chain management. Know-how to measure and improve the performance of logistics and supply chains.

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Klose (Hrsg.): Asset Tracing & Recovery

The FraudNet World Compendium

2009, hardcover, 1145 pages, Euro (D) 139,95/ USD 195,00/ GBP 125,00; ISBN 978-3-503-11660-7

eBook also available, same price, PDF, ISBN 978-3-503-12471-8. More information on <http://eBooks.ESV.info>.

„Crime does not pay!“ Bernd Klose and the international experts of FraudNet deliver necessary knowledge for tracing & recovering assets worldwide. They show the basics of asset tracing and recovery in common law and civil law, respective national laws, regulations and proceedings of over 40 countries, an introduction of fraudulent techniques and international available remedies. A special focus on offshore activities allows you to recover deprived assets without the legal enforcement agencies. With the country specific data accessible on the internet, the Compendium proves to be a practical work of reference for your daily fight against fraud.

Lau: Information Sharing in Supply Chains

Improving the Performance of Collaboration

2007, softcover, 264 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-09727-2,

Operations and Technology Management Band 3.

This monograph by Jason Shiu Kong Lau aims at investigating appropriate levels of information sharing, which can yield benefits close to full information sharing. The book deals with the investigation of appropriate levels of information sharing; the associated coordination methods in three supply chain problems: inventory replenishment, distributed project scheduling and rescheduling; the establishing of a framework for investigating impacts of sharing production information among enterprises in supply chains. Through the use of multi-agent-based approach to modeling supply chains, this book shows that appropriate levels of information sharing performs close to, or even better than full information sharing. This work provides insights to improve performance of the supply chains in which full information sharing and centralized problem solving are not practical. With the aid of Internet and multi-agent technologies, practitioners in small and medium-sized enterprises can reduce barriers and costs of sharing information and, hence, implementing supply chain management.

Mundt: Tourism and Sustainable Development

Reconsidering a Concept of Vague Policies

2011, softcover, 205 pages, Euro (D) 39,95/ USD 58,00/ GBP 37,00; ISBN 978-3-503-13041-2

eBook also available, same price, PDF, ISBN 978-3-503-13042-9. More information on <http://eBooks.ESV.info>.

This volume by Jörn W. Mundt contributes to a deeper understanding of the concept of sustainability by providing a closer look at the original definition and reviewing its conceptual history which helps to untangle the terminological confusion. Finally, the book demonstrates that ‘sustainable tourism’ cannot be a political objective in its own right and is only achievable within the context of an overall sustainable economy. An interdisciplinary and overarching critique of the modern concept of sustainability and its application to tourism!

Schreyögg/Koch (Hrsg.): Knowledge Management and Narratives

Organizational Effectiveness Through Storytelling

2005, softcover, 317 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-09029-7

For many organizations knowledge is one of the most important keys to success. Knowledge management often plays a crucial role in organizational effectiveness. In particular stories and the narrative mode of communication have come to figure prominently in knowledge management. They have long been neglected, but are now acknowledged as a special type of organizational knowledge that complements codified knowledge and analytical thought in modern organizations. Thus narratives are viewed as a most promising feature in modern knowledge management. But how can they be handled through the process of knowledge management? How do they contribute to organizational success? The volume of Georg Schreyögg and Jochen Koch offers many important perspectives on these issues: - It reveals insights into

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the salient role of narratives in up-to-date knowledge management. - It provides methods and tools for making use of narratives in organizations. - And it presents perspectives on the relationship between organizational knowledge, narratives and effectiveness. With the volume users will obtain a deeper understanding of organizational knowledge management. Well-known international experts explain storytelling and the narrative mode and their implications. The papers are actual and of high quality. Therefore the volume is centrally important for success in handling knowledge for organizational effectiveness.

Waldner/Weiermair/Pérez (Hrsg.): Innovation and Product Development in Tourism

Creating Sustainable Competitive Advantage

2005, softcover, 170 pages, Euro (D) 34,00/ USD 50,00/ GBP 32,00; ISBN 978-3-503-09079-2

For the tourism and leisure industry innovation is one of the key factors of sustainable competitive advantage. Therefore it is astonishing that especially the tourism and leisure industry has for a long time underperformed in the field of innovation relative to other branches. Today it faces an innovation gap notably vis-à-vis ever increasing expectations of its customers. By closing this gap you could obtain strong competitive advantages for your tourism business or your destination. But innovation in tourism is a difficult and complex task. It is a serious strategic task. This volume written by international experts in tourism closes the gap between the available knowledge on innovation and its transformation into innovative products and services in tourism. The user gains central insights for the driving forces of innovation. The book shows how the spatial distribution of tourism enterprises, the degree of rivalry or cooperation, the closeness to resources and the clients are affecting innovations.

Weiermair/Pechlaner/Bieger (Hrsg.): Time Shift, Leisure and Tourism

Impacts of Time Allocation on Successful Products and Services

2006, softcover, 379 pages, Euro (D) 59,95/ USD 85,00/ GBP 55,00; ISBN 978-3-503-09746-3

eBook also available, same price, PDF, ISBN 978-3-503-10378-2. More information on <http://eBooks.ESV.info>.

The new book edited by Klaus Weiermair, Harald Pechlaner and Thomas Bieger explains important current and future expected developments in leisure and tourism behaviour because of changes in time allocation. It shows for a deep understanding the main overall forces, which will have strong impacts on new time patterns. Well-known experts in the field of leisure and tourism will discuss all important influences and the outcomes in the areas of education and leisure time, working time and leisure, leisure time and recovery, wellness and entertainment, impacts on mobility and technology, e-tourism. With the various contributions readers will gain fundamental insights how changes in the allocation of time will remodel the leisure and tourism industry. They will learn how leisure and tourism markets will function in the future because of changing time patterns. Therefore this volume offers highly practical and also strategic results.

Weiermair/u. a. (Hrsg.): Change Management in Tourism

From 'Old' to 'New' Tourism

2008, softcover, 320 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-11084-1

New information and communication strategies, globalisation, consumer preferences: Tourism markets and enterprises have gone through some rather dramatic changes. This volume provides you with practical information on managing changed customer demands, managing the new tourism destination and changing factor conditions. With practical examples and recommended actions for a successful change management in tourism.

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Weiermair/u. a. (Hrsg.): Innovation and Entrepreneurship

Strategies and Processes for Success in Tourism

2010, softcover, 195 pages, Euro (D) 39,95/ USD 58,00/ GBP 37,00; ISBN 978-3-503-11611-9

eBook also available, same price, PDF, ISBN 978-3-503-12644-6. More information on <http://eBooks.ESV.info>.

Tourism demand is becoming very volatile. In addition financial crisis and hyper competition in the liberalised world market worsen the situation. To survive entrepreneurs have to continuously adapt to changes, improve services, create new products and break into new markets. In short: They have to be innovative. This volume provides you a unique inside view of innovative entrepreneurs in tourism who had the foresight to transform their practices in the tourism industry in an almost revolutionary fashion, e. g.: G.A.P. Adventures, Canada; Touring Cars Finland LTD, Finland; Joska Kristall, Germany; the Sextantio Albergo Diffuso, Italy and the Spas of Salt Mine Bochnia, Poland. These stories of innovation and entrepreneurship in tourism from 13 countries exemplify the key factors for introducing new tourism products and processes successfully.

Steuerrecht/ Tax Law

Schaefer: Performance Measures in Value Management

A model based approach to explain the CVA and EVA Measures

2002, hardcover, 309 pages, Euro (D) 49,80/ USD 72,00/ GBP 46,00; ISBN 978-3-503-06335-2, Management, Rechnungslegung und Unternehmensbesteuerung Band 13.

Der Autor entwickelt in dieser Veröffentlichung ein Modell, in dem CVA und EVA aus der Discounted-Cash-Flow-Bewertungsmethodik hergeleitet werden. Dies erlaubt eine systematische und quantitative Diskussion zweier wichtiger Quellen für Fehllindikation von Value-Added-Kennzahlen: Inflation und die Verwendung des Netto-Kapitals zur Berechnung des EVA. Das hier entwickelte Modell kann auch als Grundlage weiterführender Arbeiten verwendet werden. The author develops a model in which the CVA and the EVA are derived in the context of a free cash flow valuation of the firm. The model allows a systematic and quantitative discussion of two major sources of bias in value-added measures: inflation and the use of net capital for the EVA framework. This also includes a quantitative analysis of effects, and a „laboratory environment“ for follow-up research.

Umweltrecht und Umweltschutz/ Environmental Law and Conservation

Lausche: Weaving a Web of Environmental Law

2008, softcover, 563 pages, Euro (D) 59,00/ USD 84,00/ GBP 54,00; ISBN 978-3-503-11045-2

This book is the very first attempt to describe the development of environmental law. In particular, those developments under the auspices of the Environmental Law Programme of the International Union for the Conservation of Nature and Natural Resources, and within the network of the International Council of Environmental Law and all concerned national and international agencies and organizations. With its comprehensive treatment of the subject at national, regional and global levels, this publication shows how decision-makers were supported with information, legal analysis, advice, drafting of legal provisions, and capacity building, leading to the maturation of environmental law and its interconnection with sustainable development.

In diesem Buch wird erstmals die Entwicklung des Umweltrechts dargestellt. Insbesondere beschreibt es chronologisch und umfassend die Geschichte des Umweltrechtsprogramms der IUCN (Environmental Law Programme of the International Union for Conservation of Nature and Natural Resources – IUCN ELP) seit seiner Gründung und des Netzwerks aller dazugehörenden internationalen und nationalen Vertretungen und Organisationen.

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Mulloy/Albrecht/Häntschi: German Environmental Law

2002, softcover, 434 pages, Euro (D) 29,80/ USD 44,00/ GBP 28,00; ISBN 978-3-503-06072-6,
Beiträge zur Umweltgestaltung Band A 147.

The idea of German Environmental Law in English is to be just that: a handy-sized, up-to-date, English-language-version of the legislation for the protection of the environmental currently in force in Germany. Its main objective is to make this body of law accessible to non-German speakers, students and professionals alike. The collection comprises the principal laws addressing the protection of the environmental media air, soil and water, and of natural landscapes and habitats with their flora and fauna, as well as laws of a more general scope, e.g. those regulating liability in cases of harmful impacts on the environment, or providing for public access to relevant data in such cases. (Legal status 2002).

Federal Environmental Agency of Germany (Ed.): Sustainability in Germany

Creating a lasting environmentally compatible future

2002, softcover, 495 pages, Euro (D) 16,80/ USD 26,00/ GBP 17,00; ISBN 978-3-503-07004-6,
Beiträge zur nachhaltigen Entwicklung

Das Buch ist die englische Übersetzung des seit April 2002 als deutsche Ausgabe lieferbaren Werkes „Nachhaltige Entwicklung in Deutschland. Die Studie vertieft nicht nur die bereits 1997 untersuchten Bereiche Energie, Nahrungsmittelproduktion, Mobilität, Stoffstrommanagement und Konsum, sondern widmet sich auch weiteren Handlungsfeldern wie dem Tourismus, der industriellen Produktion und der Ressourcenschonung. At the United Nations Conference on Environment and Development held in 1992 in Rio de Janeiro, the international community agreed to the concept of sustainable development, and established Agenda 21 as a global action programme for the 21st century. The study reviews the past five years and discusses further steps by business and society towards sustainable development. The study not only takes a closer look at those areas that were examined in 1997, i.e. energy use, food production, mobility, material flow management and consumption, but also addresses other areas such as tourism, industrial production and the conservation of resources.

Oberthür/u. a.: Participation of Non-Governmental Organisations in International Environmental Co-operation

Legal Basis and Practical Experience

2002, softcover, 287 pages, Euro (D) 39,80/ USD 58,00/ GBP 37,00; ISBN 978-3-503-07060-2,
Berichte des Umweltbundesamtes Band 11/02.

The importance of non-governmental organisations (NGOs) in international environmental co-operation has increased tremendously over the last decades. Accordingly, the participation of non-governmental actors has become a prominent subject for research, especially in the legal and social sciences. However, limited effort has been spent at systematically analysing the relationship between the legal basis and the practical influence of NGOs in different areas of international environmental co-operation. This study first laid a conceptual basis by reviewing existing definitions of NGOs and developing an own working definition, elaborating the functions NGOs perform in international environmental policy-making and examining various criteria that can serve to distinguish different types of NGOs.

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Wolfrum/Langenfeld/Minnerop: Environmental Liability in International Law: Towards A Coherent Conception

2005, softcover, 586 pages, Euro (D) 68,00/ USD 98,00/ GBP 62,00; ISBN 978-3-503-09023-5, Berichte des Umweltbundesamtes Band 02/05.

Transboundary environmental damage is on the increase internationally. Sectoral environmental liability regulations exist for many areas, such as the protection of the marine environment, water protection or oil spills. However, their conditions for liability often vary, which in some fields may lead to regulatory disparities or regulatory gaps. The authors have compiled and analysed a large part of existing international environmental liability regulations, which in the majority of cases are based on multilateral environmental conventions and jurisdiction. The study also compiles key components of existing international, European and national liability systems and identifies the main elements of consistent international environmental liability. According to the authors, the subsidiary and supplementary responsibility of states which is embodied in European law can be used to improve liability systems. This envisages a liability of states where they fail to transpose international environmental protection regulations into national law and do not reduce the risk of environmental damage. The principle that the polluter is liable for environmental damage he or she has caused would thus apply not only to private persons, but also to the public sector and states.

Anglistik und Amerikanistik/ English and American Studies

Assmann: Introduction to Cultural Studies

Topics, Concepts, Issues

2012, softcover, ca. 260 pages, Euro (D) 17,80/ USD 28,00/ GBP 18,00; ISBN 978-3-503-13716-9, Grundlagen der Anglistik und Amerikanistik (GrAA) Band 36.

Divided into seven themed chapters: signs, media, body, time, space, memory and identity, this book aims to provide a fresh approach to complex theoretical and historical questions. Sparking reader's interest in literature from different genres and periods, this volume is not only an introduction, but also an important study tool encouraging the reader's own endeavours concerning the relationship between reading and major key questions of culture. "This book by Aleida Assmann consistently surpasses a narrow definition of 'English Studies' and opens up new, fresh perspectives that enable fascinating views on current questions. The theme-centred, coherent and well written Introduction to Cultural Studies can be considered outstanding in every respect: it will take a permanent place among the introductions to English Literature and Cultural Studies." (Till Kinzel)

Jansohn: Companion to the New Literatures in English

2002, softcover, 232 pages, Euro (D) 34,80/ USD 51,00/ GBP 33,00; ISBN 978-3-503-06128-0

eBook also available, same price, PDF, ISBN 978-3-503-12217-2. More information on <http://eBooks.ESV.info>.

Die Einführung widmet sich in einzelnen Kapiteln dem in den letzten Jahren stark expandierenden Bereich der sogenannten 'New Literatures in English', die einen beträchtlichen Teil der literarischen Produktion in der englischsprachigen Welt ausmachen. Die einzelnen Kapitel führen am Beispiel ausgewählter Interpretationen in die jeweilige Literatur des Landes oder einer bestimmten Region ein, so etwa zur „South African Literature“, „Indian Literature“, „Australian Literature“ oder „New Zealand Literature“. Kommentierte Leselisten, ausführliche Literaturhinweise sowie Internet-Adressen runden den Band ab. 'New Literatures in English' presents seven original essays by leading scholars on one of the most exciting and rapidly expanding areas of literary and cultural studies. The present collection wants to remedy the deficiency literary interpretations of keytexts by offering stimulating and wideranging interpretations of important and influential texts from different genres together with concise information on the diversity and richness of postcolonial literature in general.

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König/Gast: Understanding English-German Contrasts

2, neu bearbeitete Auflage 2008, softcover, 295 pages, Euro (D) 19,95/ USD 31,00/ GBP 20,00;
ISBN 978-3-503-09871-2, Grundlagen der Anglistik und Amerikanistik (GrAA) Band 29.

Seit langem besteht in der Fremdsprachendidaktik Übereinkunft darüber, dass durch einen umfassenden Vergleich von Muttersprache und zu erlernender Fremdsprache neue Grundlagen für den Fremdsprachenunterricht und das Studium einer Fremdsprache geschaffen werden können. Der wichtigste Teil dieses Programms der kontrastiven Linguistik, nämlich das Erstellen von umfassenden, detaillierten Bestandsaufnahmen der wesentlichen Kontraste zwischen zwei Sprachen, ihrer Zusammenhänge und ihrer Erklärungen, wurde bislang nicht realisiert. Das vorliegende Buch schließt diese Lücke, indem es einen feinkörnigen Sprachvergleich des Deutschen und Englischen vorlegt, der auf zahlreichen kontrastiven Untersuchungen der Autoren, auf der einschlägigen Literatur zu den beiden Sprachen und auf den verfügbaren sprachtypologischen Einsichten aufbaut.

Schmid: English morphology and word-formation

An introduction

2, neu bearbeitete und erweiterte Auflage 2011, softcover, 255 pages, Euro (D) 19,95/ USD 31,00/ GBP 20,00;
ISBN 978-3-503-12248-6, Grundlagen der Anglistik und Amerikanistik (GrAA) Band 25.

Serving as a basic introduction to the field of English morphology and word-formation, this book also tries to advance the state-of-the-art in this field in a number of respects. The author takes his readers gently through the basic notions in English morphology and word-formation and discusses problematic areas and definitorial questions. All chapters are approached systematically from three different angles focusing on structural, cognitive and sociopragmatic aspects of the field. In this way, new perspectives are opened particularly on the development and establishment of new complex words, on the cognitive functions of word-formation patterns and on the field of conversion. Students of English and linguistics will be able to use this book not only as an introduction but also for preparing exams, term papers and final theses. The large number of examples are taken from a corpus of authentic language, which also serves as a basis for frequency counts of morphological features and elements in different text-types.

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