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May 2019

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 volume 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 (Ed.): 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 volume 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 (Ed.): 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 volume 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.

— **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 volume 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,

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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 (Ed.): 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 volume 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.

Bühler/Nufer (Hrsg.): International Sports Marketing

Principles and Perspectives

2014, softcover, 400 pages, Euro (D) 39,95/USD 58,00/GBP 37,00; ISBN 978-3-503-14141-8, Sportmanagement Band 6.

eBook also available, PDF, ISBN 978-3-503-14142-5. More information on <http://eBooks.ESV.info>.

Marketing of and with sports is as international as sports itself. While this impression may be intuitively evident during global events such as the Olympic Games, internationalisation also takes place in the daily routines of our increasingly globalised domestic leagues and sports events. In this book, edited by André

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Bühler and Gerd Nufer, leading sports economists and marketing experts from around the world provide detailed insights into current issues and future challenges of sports marketing from an international perspective.

Dahm/Mohos: Lean Six Sigma in IT Management

Enhancing Quality and Productivity

2013, softcover, 172 pages, Euro (D) 29,95/ USD 44,00/ GBP 29,00; ISBN 978-3-503-14184-5

eBook also available, PDF, ISBN 978-3-503-14185-2. More information on <http://eBooks.ESV.info>.

Today's businesses heavily rely on IT services to run their processes efficiently. This means that IT departments and IT service providers are being forced to embrace modern quality methods in an effort to remain competitive in increasingly complex markets. While promising concepts such as Lean Six Sigma have achieved great success in manufacturing environments, its application to IT services can be a challenging task.

In this book, Markus H. Dahm and Csaba Mohos provide detailed insights on how to address these challenges. Featuring case studies, experiences and suggestions from a variety of European companies which use Lean Six Sigma in their IT organizations, this book is a well-founded and valuable companion for practical use!

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 volume 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, 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) (Ed.): 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

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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) (Ed.): 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, 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 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) (Ed.): 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

eBook also available, PDF, ISBN 978-3-503-12977-5. More information on <http://eBooks.ESV.info>.

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!

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 volume 68.

eBook also available, 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, 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 volume 4.

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 volume 5.

eBook also available, 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 volume 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 (Ed.): 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 volume 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 (Ed.): 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 volume 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 (Ed.): 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 volume 6.

eBook also available, PDF, ISBN 978-3-503-13839-5. More information on <http://eBooks.ESV.info>.

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 (Ed.): 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 volume 1.

eBook also available, 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 (Ed.): 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 volume 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 volume 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 (Ed.): 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 volume 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 (Ed.): 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, 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 volume 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, 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!

Pechlaner/Keller/Pichler/Weiermair (Hrsg.): Changing Paradigms in Sustainable Mountain Tourism Research

Problems and Perspectives

2016, softcover, 288 pages, Euro (D) 49,95/ USD 72,00/ GBP 46,00; ISBN 978-3-503-16768-5,

International Tourism Research and Concepts Band 7.

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

Environmental, social and economic sustainability is an important topic of today’s decision makers in tourism. This book, Harald Pechlaner, Peter Keller, Sabine Pichler and Klaus Weiermair, provides profound insights into current concepts and challenges of sustainable tourism development – with particular regard to mountain destinations worldwide.

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Schreyögg/Koch (Ed.): 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 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 (Ed.): 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/u. a. (Ed.): 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, 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.

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Umweltrecht und Umweltschutz/ Environmental Law and Conservation

Hebeler/u.a. (Ed.) Protecting the Environment for Future Generations

Principles and Actors in International Environmental Law
2017, hardcover, 327 pages, Euro (D) 118,00/ ISBN 978-3-503-17174-3,
Umwelt- und Technikrecht volume 132.

This book compiles the written versions of presentations held at the occasion of an international symposium entitled "Protecting the Environment for Future Generations – Principles and Actors in International Environmental Law". The symposium was organized by the Institute of Environmental and Technology Law of Trier University (IUTR) on the basis of a cooperation scheme with the Environmental Law Institute of the Johannes Kepler University Linz, Austria, and took place in Trier on 29-30 October 2015. It brought together a distinguished group of experts from Europe and abroad to address current issues of international and European environmental law. The main objective of the symposium was to take stock of the actors and principles of international and European environmental law, and to analyze how and to what extent these principles have been implemented on the supranational and domestic legal levels.

Anglistik und Amerikanistik/ English and American Studies

Assmann: Introduction to Cultural Studies

Topics, Concepts, Issues
2012, softcover, 248 pages, Euro (D) 17,80/ USD 28,00/ GBP 18,00; ISBN 978-3-503-13716-9,
Grundlagen der Anglistik und Amerikanistik (GrAA) volume 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)

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Klotz/Herbst: English Dictionaries

A Linguistic Introduction

2016, 280 pages, softcover, Euro (D) 19,95/ USD 31,00/GBP 20,00;

ISBN 978-3-503-16751-7, Grundlagen der Anglistik und Amerikanistik (GrAA) Band 41

English - the world's most widely used language - has a large and varied dictionary market serving users around the world. The present introduction to English lexicography takes a linguistic perspective on English dictionaries, putting great focus on the needs of the users and in particular foreign learners. Starting from the user perspective and the question of what makes a "good" dictionary, the book familiarizes the reader with a wide variety of English dictionaries and the characteristics which distinguish them. Topics such as dictionary structure, the information types of mono- and bilingual (English-German) dictionaries and a large number of specialized English dictionaries ranging from historical to learner's dictionaries are thoroughly discussed and illustrated from a wide range of current editions of major English dictionaries. The relevant terminology of lexicography is worked into the discussion in individual chapters, however the number of terms introduced in this book is restricted to a manageable size. Although much of what is said in the book applies to print and electronic dictionaries alike, one entire chapter is dedicated to specific aspects of the quickly developing field of electronic lexicography. While the book's main focus is on English dictionaries, many aspects of the linguistic description of the English language are also discussed with respect to their treatment in dictionaries. Readers will therefore also be introduced to the many characteristics of the English language itself.

König/Pfister: Literary Analysis and Linguistics

2017, softcover, 260 pages, Euro (D) 19,95; / USD 31,00/ GBP 20,00

ISBN 978-3-503-17186-6,

Grundlagen der Anglistik und Amerikanistik (GrAA) Band 42.

Our book aims at readers who want to learn more about how language works both in everyday ordinary verbal communication and in memorable works of verbal art and how the principles of ordinary communication interact with artistic creativity. The two interests are interdependent. After all, poems, though made of ideas, sensations or emotions, are first and foremost made of words and sentences, objects of fascination for linguists as well as poets and their readers. And it is only against the background of an awareness of the rules governing ordinary language that we will be able to appreciate and describe the pleasurable liberties poetic language takes with them. This book thus aims at providing pleasurable insights into verbal art in its rich diversity of periods and genres, ranging from Shakespearean plays to modern and postmodern narratives, from lyrical poetry to pop-songs and commercials. The proof of the pudding is in the eating. And the proof of linguistic theories for literary studies in our hands-on analyses is in the reading, in the heuristic surplus value these theories generate when confronted with great literature, with language taken to the limits of its complexity and density, suggestive power and memorable beauty.

König/Gast: Understanding English-German Contrasts

3, new revised and extended edition 2012, softcover, 364 pages, Euro (D) 24,80/ USD 37,00/ GBP 24,00;

ISBN 978-3-503-13726-8, Grundlagen der Anglistik und Amerikanistik (GrAA) volume 29.

Taking up some of the goals of the Contrastive Program formulated in the sixties and seventies of the last century, this book presents a comprehensive and fine-grained analysis of the major contrasts between German and English with the aim of showing how far two closely related languages have moved apart and of providing new foundations for the study and the teaching of English from the perspective of German and the study of German from the perspective of English. It is based on numerous contrastive studies published by the authors and on a thorough exploration of the relevant literature on the two languages and on language typology in general. Parsimonious in its use of complex technical jargon, the book can be used both for the relevant B.A. modules and the relevant M.A. modules, as well as for more

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general courses on Comparative Linguistics and Contrastive Analysis. The third edition has added three completely new chapters.

Schmid: English morphology and word-formation

An introduction

3., new revised and extended edition 2016, softcover, 273 pages, Euro (D) 19,95/ USD 31,00/ GBP 20,00; ISBN 978-3-503-17012-8, Grundlagen der Anglistik und Amerikanistik (GrAA) volume 25.

Serving as an introduction to English morphology and word-formation, this book also tries to advance the state-of-the-art in this field. The author takes his readers gently through the basic notions and discusses problematic areas. 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 as an introduction and for preparing exams, term papers and final theses. The large number of examples is 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. This revised and enlarged third edition features a new chapter dealing with theoretical models of word-formation.

Schreier: Variation and Change in English

An Introduction

2014, softcover, 163 pages, Euro (D) 19,95/; USD 31,00/ GBP 20,00; ISBN 978-3-503-15507-1, Grundlagen der Anglistik und Amerikanistik (GrAA) Band 39.

This book introduces critical concepts of English sociolinguistics, with particular focus on language variation and change. It provides hands-on examples throughout the history of English, gives an account of sociolinguistic thought since its inception in the early 1960s and sketches major developments and theoretical advances. One of its major concerns is on methodology, since collecting, handling and evaluating data is of utmost importance for the analysis of socially-sensitive language variation. Another main focus is the causation of language change. The external dimension of these processes, particularly the impact of languages and dialects in contact conditions (such as newly established colonies), is looked at in detail and illustrated with examples and texts. The book thus also provides an introduction to the emergence of new varieties (pidgins or creoles) that arise as a result of contact-induced language change, before bringing the various approaches together in a theoretical framework.

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