

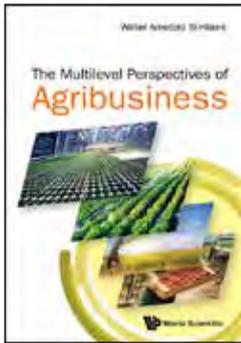
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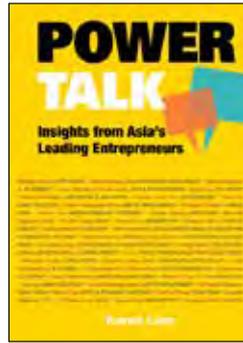
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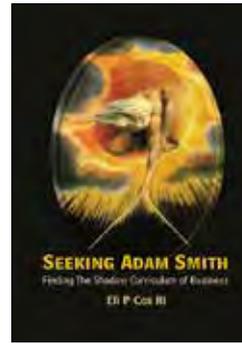
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by **Eli P Cox III**
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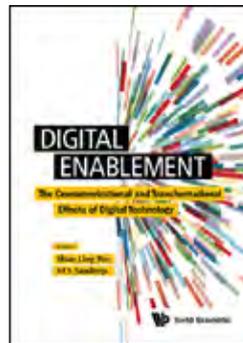
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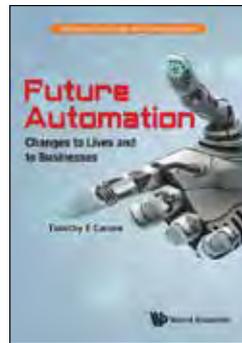
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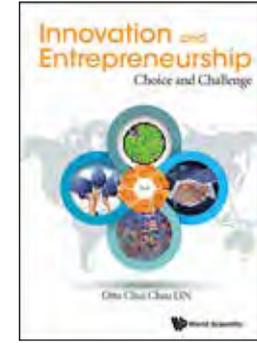
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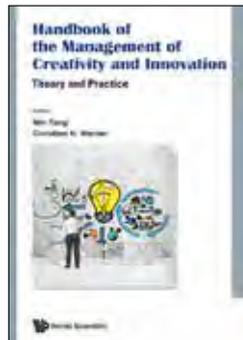
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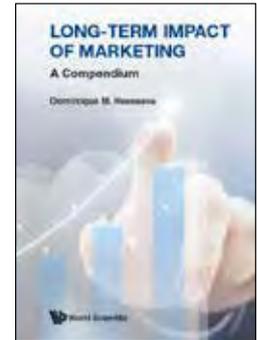
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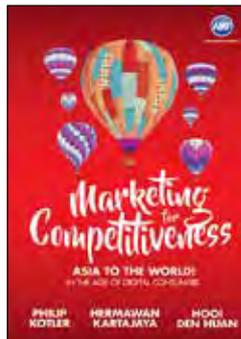
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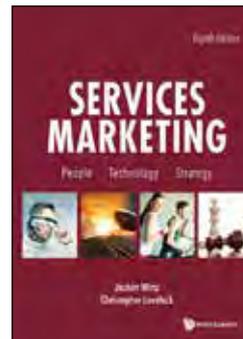
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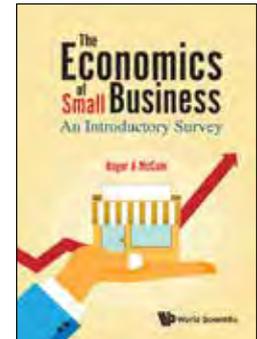
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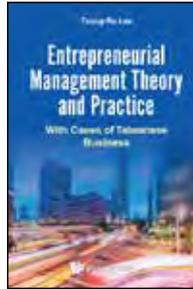
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Textbook

ENTREPRENEURIAL MANAGEMENT THEORY AND PRACTICE

With Cases of Taiwanese Business
by **Tzong-Ru Lee** (National Chung Hsing University, Taiwan)



“There is definitely no shortage of entrepreneurship books. To find one that is comprehensive enough, in both breadth and depth and yet at the same time, written in a clear and easy way for readers to judiciously absorb the very rich lessons, is quite rare. Making it even more unique, is to find one that also provides detailed guidance of how to use the book, that is firmly supported by a conceptual framework on ‘Reading Order for Entrepreneurship.’”

from the Foreword by **Dr Hooi Den Huan**
Nanyang Technological University, Singapore

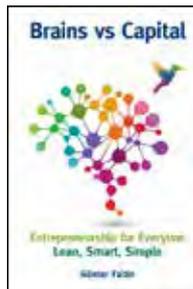
Readership: This textbook is suitable for both students and professionals, as well as the general public.

Textbook: Request Inspection Copy at sales@wspc.com

584pp Oct 2018
978-981-3228-28-3 US\$148 £130

BRAINS VERSUS CAPITAL

Entrepreneurship for Everyone: Lean, Smart, Simple
by **Günter Fatlin** (Stiftung Entrepreneurship, Germany)



“Gunter Fatlin, himself a very successful entrepreneur, has written an inspiring book which can act as a guide to all those seeking to make the most of their talents – enabling them to establish their own company.”

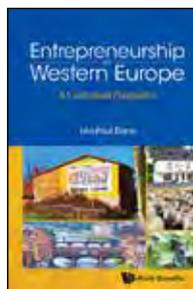
Muhammad Yunus
2006 Nobel Peace Prize laureate

Readership: Students, practitioners and general public interested in entrepreneurship and founding businesses.

216pp Oct 2018
978-981-3234-61-1 US\$36 £30
978-981-3235-83-0(pbk) US\$18 £15

ENTREPRENEURSHIP IN WESTERN EUROPE

A Contextual Perspective
by **Léo-Paul Dana** (Montpellier Business School, France)



“This book is ideal for an undergraduate classroom as an introduction to western European entrepreneurship. However, it would also be valuable as a foundation for graduate study, for firms seeking to expand into western Europe, and for policymakers wishing to learn from the European example. The historical and cultural outlines, along with the captivating photography, also appeal to anyone interested in furthering their general knowledge of the region.”

International Business Journal

Readership: Undergraduate students of entrepreneurship, management and geography.

544pp Nov 2017
978-1-78326-793-4 US\$158 £139



Bestselling Handbook

THE WORLD SCIENTIFIC REFERENCE ON ENTREPRENEURSHIP (IN 4 VOLUMES)

- Vol.1:** Entrepreneurial Universities - Technology and Knowledge Transfer
- Vol. 2:** Entrepreneurial Finance - Managerial and Policy Implications
- Vol. 3:** Sustainability, Ethics and Entrepreneurship
- Vol. 4:** Process Approach to Academic Entrepreneurship - Evidence from the Globe

Editor-in-Chief: **Donald Siegel** (University at Albany, SUNY, USA)

In recent years, we have witnessed a proliferation of entrepreneurship courses, programs, and initiatives at universities. Universities have also become entrepreneurial hubs, as they commercialize research via patents, licenses, and startup companies. This set is required reading for those who want a full understanding of the managerial, financial, and public policy implications of entrepreneurship.

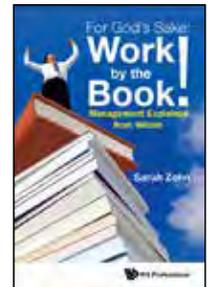
Readership: Entrepreneurship students, academics, policymakers, university administrators, private companies, state and regional economic development officials, and individuals interested in entrepreneurship.

1536pp Feb 2017
978-981-4733-30-4(set) US\$1200 £996

General Business and Management

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Management Explained from Within
by **Sarah Zohn**



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Mike Ruetters
Former CEO and Chairman, EMC Corporation

The book covers a broad range of managerial challenges — from role definition to strategy to communication.

Readership: Managers and leaders of small and medium companies and mid-level management of large companies; general public interested in managerial leadership.

380pp Jan 2018
978-981-3222-48-9 US\$58 £51

BUSINESS EXIT STRATEGIES

Family-Owned and Other Business
by **Frederick D Lipman** (*Blank Rome LLP, USA*)

This book analyzes various business exit strategies for both family-owned businesses as well as other businesses, both in the United States and throughout the world. Approximately 80% to 90% of all businesses in the world are family-owned. The book discusses, among other things, 12 common mistakes in attempting to sell a business to third parties, methods of marketing the business, negotiation of key sale terms, negotiating employment and consulting agreements, avoiding traps in sale agreements, creating a professional advisory team, and alternatives to a sale to an unrelated third party.

Readership: Professors and students of business schools; entrepreneurs, business consultants, attorneys, accountants, advisors to start-up and middle-market companies, angel investors, private equity funds.

164pp Feb 2018
978-981-3233-21-8 US\$58 £51



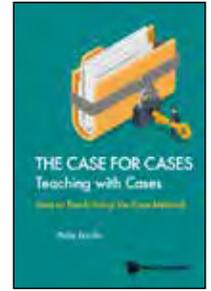
THE CASE FOR CASES: TEACHING WITH CASES

How to Teach Using the Case Method
by **Philip Zerrillo** (*Singapore Management University*)

This book is intended to support faculty in designing and conducting case teaching. The book is a practical “how to” guide for faculty setting up and delivering a case based class. It can be used by instructors of all levels as it discusses issues such as class culture, teaching pace, grading, board usage etc.

Readership: Business school teachers and lecturers, education specialists and academics, education policy makers, and business school students.

100pp Oct 2018
978-981-3273-34-4 US\$38 £35



Textbook

BUSINESS DEVELOPMENT, MERGER AND CRISIS MANAGEMENT OF INTERNATIONAL FIRMS IN JAPAN

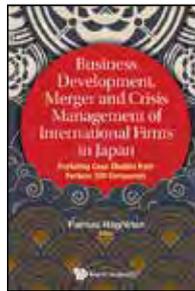
Featuring Case Studies from Fortune 500 Companies
edited by **Parissa Haghirian** (*Sophia University, Japan*)

Providing rare insight into the topic of Japanese management, this book looks at how Japanese companies changed after the economic recession of the 1990s and the decade-long restructuring process. With 12 case studies, this book investigates crisis management, strategy development, merger and globalization in a structured and descriptive manner. It aims to support students and decision-makers to learn more about strategic Japanese management and effective decision-making.

Readership: This book is intended for students and professionals interested in finding out more about Japanese management.

Textbook: Request Inspection Copy at sales@wspc.com

240pp Sep 2018
978-981-3234-21-5 US\$98 £86



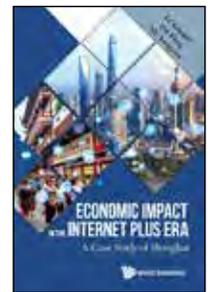
ECONOMIC IMPACT IN THE INTERNET PLUS ERA

A Case Study of Shanghai
by **Youmei Li, Feng Yin & Yongyou Nie** (*Shanghai University, China*)

This book expounds how “Internet Plus” plan transforms and influences traditional economy, impacts technological and economic aspects of industries, extends its reach to people’s daily lives and creates more profound social implications. In addition, the authors put forward constructive measures and suggestions for Shanghai to promote development of the “Internet Plus” era and to enhance the city’s economic impact and service level as a core city.

Readership: Students, researchers and the general public who want to know about the impact of the internet era in Shanghai.

359pp Jan 2019
978-981-3272-51-4 US\$128 £115



INDUSTRIAL RELATIONS RESEARCH AND ANALYSIS

edited by **Walter Amedzro St-Hilaire** (*University of Ottawa, Canada & PRISM Paris 1 Panthéon Sorbonne, France*)

From the top of his two Post-Doctorates and Ph.Ds., the author guides us here through the meanders of research in industrial relations and business administration. Indeed, graduate students should find in this book the material needed, to prepare them for the labyrinth of research (from collection to data analysis), teachers and professors will find here a renewed and adapted tool (according to the use that will be made), to familiarize their students with the essential concepts to allow them to develop their own methodological considerations.

Readership: Business professionals, managers involved industrial relations, students and academics in business schools, and general public interested in industrial relations and organizational behaviour.

450pp Mar 2019
978-981-3274-05-1 US\$148 £130



Japanese Management and International Studies - Vol 15

FIXED REVENUE ACCOUNTING
A New Management Accounting Framework

edited by **Kenichi Suzuki, Hiromune Ishii** (*Meiji University, Japan*) & **Bruce Gurd** (*University of South Australia, Australia*)

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Hermawan Kartajaya
Founder & Executive Chairman
MarkPlus, Inc.

Readership: Students and researchers who are keen to have a deeper understanding of fixed revenue accounting.

160pp Nov 2018
978-981-3237-25-4 US\$88 £77



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STRATEGY FOR A NETWORKED WORLD

by **Rafael Ramirez, Ulf Mannervik** (Oxford)

During the 1980s and 1990s, Richard Normann and his colleagues developed an original approach to strategy, based on seeing value as inherently co-produced in systems. This book revisits and further develops these ideas. It is co-authored by two long-standing colleagues of Normann, Rafael Ramirez and Ulf Mannervik, who have successfully applied these ideas to their own consultancy practice. This book provides the theoretical basis for strategies of value co-creation, an accessible methodology and practical guidance, case studies of Facebook and the World Economic Forum, and examples of successful collaborations with organisations such as EDF, Scania, Essity and Shell.

Readership: Business strategists, business developers, business managers and students of MBA level courses.



Textbook: Request Inspection Copy at sales@wspc.com

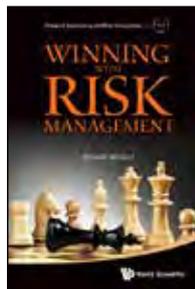
316pp Jan 2017
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 978-1-911299-60-8(pbk) US\$45 £37

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WINNING WITH RISK MANAGEMENT

by **Russell Walker** (Northwestern University, USA)

"This book addresses risk management as a corporate competency that is important to the success of the organization and is an excellent read for executives and board members seeking to develop winning risk management strategies."



Dennis Chookaszian
 Former Chairman and CEO of CNA Insurance Company

Readership: Business professionals and students interested in the topic of risk management.

256pp Jun 2013
 978-981-4383-88-2 US\$77 £68

Innovation / Technology / Knowledge / Information Management

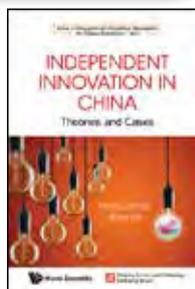
Series on Innovation and Operations Management for Chinese Enterprises - Vol 1

INDEPENDENT INNOVATION IN CHINA

Theory and Cases

by **Huibo Zhong** (Beijing Institute of Technology, China) & **Jiasu Lei** (Tsinghua University, China)

Using a combination of theoretical analysis and case studies, this book analyses the theoretical issues — concept and type of independent innovation, and the practical issues — construction of institutional system which is in favor of independent innovation. It is written for researchers who are engaged in similar fields and readers who are interested in independent innovation. In this book, a comparison of the independent innovation modes of China, Japan and South Korea is presented. The ability, mode and track are defined clearly. The efficient path of Chinese independent innovation is put forward through case studies.



Readership: Researchers, students and the general public who are interested in innovation.

436pp Jan 2018
 978-981-3209-89-3 US\$148 £123

RESEARCHING OPEN INNOVATION IN SMES

edited by **Wim Vanhaverbeke** (Universiteit Hasselt, Belgium & ESADE Business School, Spain & NUS, Singapore), **Federico Frattini** (Politecnico di Milano, Italy), **Nadine Roijakkers** (Open Universiteit, The Netherlands) & **Muhammad Usman** (Universiteit Hasselt, Belgium)



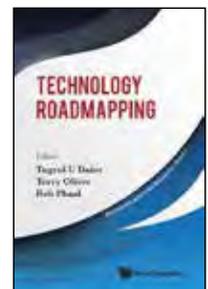
The concept of open innovation (OI) has become a very popular topic during the last decade, with increasing number of SMEs embracing OI practices to gain competitive advantage. This edited volume is a timely opportunity to gather research on OI in SMEs, to investigate how OI is managed and implemented to determine the peculiarities compared to OI management in large companies, and to specify the consequences for future OI research.

Readership: Undergraduate students, graduate students and researchers in the field of open innovation.

536pp Apr 2018
 978-981-3230-96-5 US\$148 £130

World Scientific Series in R&D Management - Vol 2
TECHNOLOGY ROADMAPMING

edited by **Tugrul U Daim** (Portland State University, USA), **Terry Oliver** (Bonneville Power Administration, USA) & **Rob Phaal** (Cambridge)



This book is the authoritative reference for technology roadmapping, written by authors known worldwide for their expertise on the subject. The book has four parts: Technology Management Models; Technology Roadmapping Tools; Technology Roadmapping Frameworks; Applications.

Readership: Research and Development Professionals, Engineering, Technology and Innovation Managers, Strategic Planners, Researchers and Students.

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| Enterprise Information Systems David L Olson (University of Nebraska, USA), et al. |
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| Information Studies and the Quest for Transdisciplinarity Mark Burgin (UCLA), et al. |
| Knowledge Discovery and Data Design Innovation Daniel Gelaw Alemneh (University of North Texas, USA), et al. |
| Managing Innovation in Healthcare James Barlow (Imperial College London, UK) |
| Understanding "Knowledge", the Essential Approach to Teaching & Learning Ching Leen Chiam (NTU, Singapore) |

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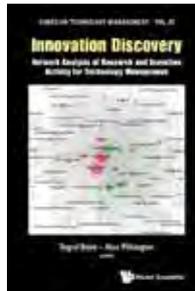
Vol 30

INNOVATION DISCOVERY

Network Analysis of Research and Invention Activity for Technology Management edited by **Tugrul Daim** (*Portland State University, USA*) & **Alan Pilkington** (*University of Westminster, UK*) *Innovation Discovery* shows the current state of play within the field of management of technology, and discusses how we can use networks to explore, understand and generate theory around the innovation process. It looks at the different streams of analysis used to understand bibliometric data, and presents alternative and novel ways of applying these techniques.

Readership: Graduate and post-graduate students and researchers looking to expand their knowledge in bibliometrics, social networks, technology innovation and technology management.

672pp Mar 2018
978-1-78634-405-2 US\$168 £148



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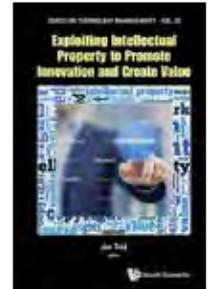
EXPLOITING INTELLECTUAL PROPERTY TO PROMOTE INNOVATION AND CREATE VALUE

edited by **Joe Tidd** (*University of Sussex, UK*)

There are two traditional views of the role of intellectual property (IP) within the field of innovation management: in innovation management research, as an indicator or proxy for innovation inputs or outputs, e.g. patents or licensing income; or in innovation management practice, as a means of protecting knowledge. This book argues that whilst both of these perspectives are useful, neither capture the full potential contribution of intellectual property in innovation management research and practice.

Readership: Students and researchers studying innovation and intellectual property rights; professionals in the innovation/intellectual property rights field.

408pp Dec 2017
978-1-78634-350-5 US\$148 £130



Vol 31

INNOVATION HEROES

Understanding Customers as a Valuable Innovation Resource by **Fiona Schweitzer** (*Grenoble École de Management, France & University of Applied Sciences Upper Austria, Austria*) & **Joe Tidd** (*University of Sussex, UK*)

This book provides the knowledge necessary for succeeding in a world where companies increasingly work side-by-side with customers to create new products and services. It is a pivotal navigation tool that helps cruise the ocean of customer integration methods and explains how the methods work, when to choose which, and how to seize advantages while avoiding pitfalls.

Readership: R&D, marketing, and innovation practitioners and students who want to improve their knowledge of customer integration in new product and service development.

308pp Jul 2018
978-1-78634-536-3 US\$98 £86



Vol 28

PROMOTING INNOVATION IN NEW VENTURES AND SMALL- AND MEDIUM-SIZED ENTERPRISES

edited by **Joe Tidd** (*University of Sussex, UK*)

This book identifies themes which can reunite the study and practice of entrepreneurship and innovation by examining a potentially bridging phenomenon. The focus here is on high growth, innovative SMEs, and the interactions between SMEs and larger organizations, private and public. It is organized around three overlapping themes: SME innovation performance, practices and networks.

Readership: Students and researchers specialising in innovation for small and medium enterprises; professionals in the small- and medium-sized enterprise industry.

512pp Nov 2017
978-1-78634-347-5 US\$148 £130



DRIVING COST-EFFECTIVE INNOVATION WITH CONCURRENT SYSTEMS

Strategy, Process, Organization & Technologies by **Frank Hull** (*Fordham University, USA*)

The Strategy, Process, Organization and Technologies (SPOT) framework helps businesses develop goods and services which provide improved customer value and profits. Analysis includes investigation into the behavior of hundreds of enterprises reported by thousands of employees globally, while multiple performance indicators validate the best practices of world renowned corporations. This book is essential reading for stakeholders seeking to create value by innovating and cutting costs simultaneously.

Readership: Executives, development managers, and researchers engaged with increasing innovation and reducing cost in the development of goods and services.

400pp Jul 2019
978-1-78634-389-5 US\$138 £121

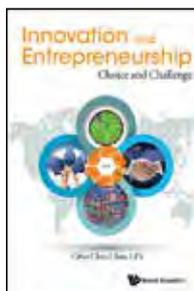
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| Discontinuous Innovation Peter Augsdörfer (<i>Technische Hochschule Ingolstadt, Germany</i>), et al. |
| From Knowledge Management to Strategic Competence (3rd Edition) Joe Tidd (<i>University of Sussex, UK</i>) |
| The Knowledge Enterprise (2nd Edition) Edward Huizenga (<i>University of Amsterdam, The Netherlands</i>) |
| R&D Strategy and Organisation Vittorio Chiesa (<i>Università degli Studi di Milano-Bicocca, Milan, Italy</i>) |
| The Role of Creativity in the Management of Innovation Alexander Brem (<i>University of Southern Denmark, Denmark</i>), et al. |
| Service Innovation Joe Tidd (<i>University of Sussex, UK</i>), et al. |
| Total Value Development Frank M Hull (<i>Cass Business School, UK & Fordham University, USA</i>), et al. |

INNOVATION AND ENTREPRENEURSHIP

Choice and Challenge
by **Otto Chui Chau Lin** (The Hong Kong Polytechnic University)

"This valuable book gives many useful insights through practical examples of successful design and creation of centers of innovation, in most of which Lin himself participated. This book should be read and frequently consulted by people trying to build innovation and a technological economy within their own country or getting into the arena professionally."



C Judson King
University of California, Berkeley, USA

Readership: Students, researchers and practitioners who are interested in learning more about the practical issues of innovation and entrepreneurship in the Asia Pacific region, especially about Taiwan.

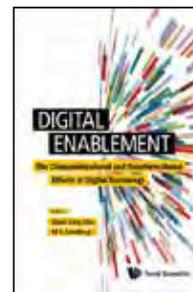
348pp Apr 2018
978-981-3146-60-0 US\$118 £104

DIGITAL ENABLEMENT

The Consumerizational and Transformational Effects of Digital Technology

edited by **Shan Ling Pan & M S Sandeep**
(University of New South Wales, Australia)

Digital enablement refers to the consumerizational and transformational roles of digital technology in driving business and social innovation, and has profound, multi-disciplinary implications. This book introduces readers to case studies of digital enablement in business and society. It offers unique insights into the phenomenon from multiple contexts, giving readers a nuanced understanding of the roles digital enablement can play.



Readership: Employees, customers, small businesses, academics, students and communities interested in how digital technology can drive business and social innovation.

348pp Jun 2018
978-981-3209-12-1 US\$118 £98



WORLD SCIENTIFIC REFERENCE ON INNOVATION (In 4 Volumes)

Volume 1: University Technology Transfer and Academic Entrepreneurship

Volume 2: Engineering Globalization Reshoring and Nearshoring: Management and Policy Issues

Volume 3: Open Innovation, Ecosystems and Entrepreneurship: Issues and Perspectives

Volume 4: Innovation in Information Security

Editor-in-Chief: **Donald Siegel** (Arizona State University, USA)

This multi-volume set covers a wide range of topics on innovation. Two unique features of the volume are the large body of global evidence on innovation presented and its consideration of the following timely and important topics in innovation: cybersecurity, open innovation, the globalization of R&D, and university technology transfer. Innovation is a topic of great importance in many fields in business administration, such as management, strategy, operations management, finance, marketing, and accounting, as well as in numerous social science disciplines, including economics, sociology, political science, and psychology. This volume fully reflects such interdisciplinary approaches.

Readership: Students and academics focussing on innovation studies, policymakers, managers in charge of innovation related decisions in companies and general public interested in comprehensive understanding of the antecedents and consequences of innovation.

896pp May 2018
978-981-3147-02-7(Set) US\$590 £519

INCLUSIVE FINTECH

Blockchain, Cryptocurrency and ICO

by **David Kuo Chuen Lee & Linda Low**
(Singapore University of Social Sciences, Singapore)

This book hopes to dispel the many misconceptions about blockchain and cryptocurrencies (especially bitcoin, Initial Crypto-Token Offering or ICO), as well as the idea that businesses can be sustainable without a social dimension going forward. It is written for those who are looking for a switch from their career to something more meaningful and sustainable, as well as those who want a deeper understanding of where to search for business opportunities.



Readership: Upper-division undergraduates, graduate students, and professionals working in financial institutions and on financial technology worldwide.

548pp Aug 2018
978-981-3238-63-3 US\$148 £130
978-981-3272-76-7 (pbk) US\$48 £40

Textbook

Advances and Opportunities with Big Data and Analytics

FUTURE AUTOMATION

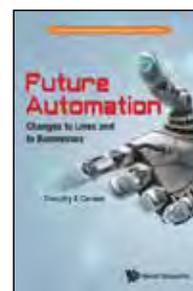
Changes to Lives and to Businesses

by **Timothy E Carone** (University of Notre Dame, USA)

"Future Automation is a mind-expanding experience in the form of a book. It helps me envision what's next for rapidly changing business models and to project the likely impact of autonomous systems on people and society. As a leader of talent programs for thousands of professionals, understanding and effectively navigating the nexus of humans and machines is critical to my firm's ability to compete — both as a values- and people-based professional firm and as a prosperous business. Despite complexities addressed, the book is highly readable, as the authors provide compelling graphics and evocative analogies."

Martin Fiore
Americas Tax Talent Leader, Ernst & Young LLP

Readership: Textbook targeted at undergraduate students studying Business Management as a degree.



Textbook: Request Inspection Copy at sales@wspc.com

300pp Nov 2018
978-981-3142-32-9 US\$78 £65
978-981-3142-33-6 (pbk) US\$39 £32

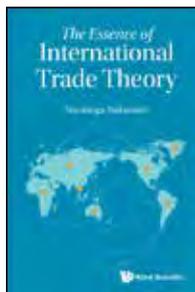
Textbook

THE ESSENCE OF INTERNATIONAL TRADE THEORY

by **Noritsugu Nakanishi** (*Kobe University, Japan*)

This textbook aims to explain the principles in international trade theory and show how some useful trade models work. The book concentrates on two fundamental issues in international trade, that is, the “determinants of trade patterns” and the “welfare gains from trade” in various economic environments.

Readership: Students and researchers who would like to understand the fundamental principles in international trade.



Textbook: Request Inspection Copy at sales@wspc.com

240pp Feb 2019
978-981-3273-81-8 US\$98 £85

World Scientific Studies in International Economics
TECHNOLOGY TRANSFER, FOREIGN DIRECT INVESTMENT, AND THE PROTECTION OF INTELLECTUAL PROPERTY IN THE GLOBAL ECONOMY

edited by **Kamal Saggi** (*Vanderbilt University, USA*)

This volume collects 26 papers covering channels of international technology transfer; multinational firms, market structure, and welfare; intellectual property rights, foreign direct investment, and innovation; flexibilities contained in the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS); exhaustion of intellectual property rights and compulsory licensing of patents; trade, foreign direct investment, and industrial policy; and, oligopolistic competition, research and development, and vertical contracts.

Readership: Advanced undergraduate and postgraduates taking advance classes in international trade and economic development.

320pp Jun 2019
978-981-3233-01-0 US\$128 £113

UNDERSTANDING LATIN AMERICA

A Decoding Guide
by **Alfredo Toro Hardy** (*Venezuelan Scholar and Diplomat*)

“Ambassador Toro Hardy’s book is most important and timely. I have enjoyed reading the book and gained many new insights about the countries of Latin America from it.”

Tommy Koh
Chairman of the National University of Singapore Centre for International Law

Readership: Business professionals, researchers, undergraduate and graduate students interested in knowing more about Latin America and Latin American Economic Growth; business and trade federations; institutes or centers for Latin American studies in universities.

272pp Dec 2017
978-981-3229-94-5 US\$58 £51



Bestselling Textbook

ECONOMICS AND MANAGEMENT OF COMPETITIVE STRATEGY

by **Daniel F Spulber** (*Northwestern University, USA*)

This book provides a comprehensive and integrated approach to management strategy that is based on economics. A basic introductory strategy text that integrates economic analysis with management strategy, it takes into account global competition and high-tech (Internet) developments, and recognizes that companies today can no longer expect to sustain competitive advantage but must rely on innovation (of products, processes, and transactions).

Readership: Undergraduate students in managerial economics and business strategy courses; graduate MBA students.



Textbook: Request Inspection Copy at sales@wspc.com

520pp Jun 2009
978-981-283-846-9 US\$138 £121
978-981-3224-77-3 (pbk) US\$58 £51

Leadership

THE ART OF LEADERSHIP

Perspectives from Distinguished Thought Leaders
edited by **Kwon Ping Ho & Arnaud De Meyer** (*Singapore Management University*)

Focusing on leadership and issues pertinent to our global landscape, This book is an in-depth analysis and enriching collection of knowledge and perspectives from illustrious thought internationally eminent and outstanding academics, scholars, business or political leaders who have achieved distinction in their respective fields. The book provides valuable insights on topics ranging from economics and politics to entrepreneurship and management.

Readership: Policy makers, entrepreneurs, business leaders and practitioners; academics and researchers specializing in leadership and management; tertiary and university students; and general public.



260pp Jan 2018
978-981-3144-71-2 US\$78 £69
978-981-3233-48-5 (pbk) US\$38 £33

| NOTABLE AND BESTSELLING TITLES | |
|---|--|
| Leadership for Change Thiam Seng Koh (<i>National Institute of Education, Singapore</i>), et al. | |
| Singapore School Principals: Leadership Stories Zoe Suan Loy Boon (<i>National Institute of Education, NTU, Singapore</i>) | |
| The Leader, The Teacher & You Siong Guan Lim (<i>Lee Kuan Yew School of Public Policy, NUS, Singapore</i>) et al. | |
| Winning with Honour Siong Guan Lim (<i>Lee Kuan Yew School of Public Policy, NUS, Singapore</i>), et al. | |



Bestselling Textbook

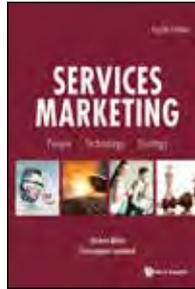
SERVICES MARKETING (8th Edition)

People, Technology, Strategy
by **Jochen Wirtz** (NUS, Singapore)
& **Christopher Lovelock**

"It is a superbly researched and comprehensive work, witnessed by the extraordinary list of acknowledgements of contributions by global colleagues. It presents a well-developed managerial and global perspective, organization and inclusive content that make it the exemplar among services marketing texts that should well serve both professional and advanced academic needs. It is the premier services marketing source for university marketing faculty, advanced undergraduate and graduate students, and marketing professionals."

Professon Emeritus Merlin Simpson
Pacific Lutheran University

Readership: University students taking the Services Marketing course as well as MBA and EMBA students; marketing professionals and practitioners.



Request Inspection Copy at sales@wspc.com

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| 800pp | May 2016 | |
| 978-1-944659-00-4 | US\$118 | £98 |
| 978-1-944659-01-1 (pbk) | US\$59.90 | £50 |



Bestseller

WINNING IN SERVICE MARKETS

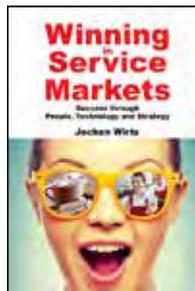
Success through People, Technology
and Strategy
by **Jochen Wirtz** (NUS, Singapore)

"Winning in Service Markets is a comprehensive, well-written book that enables managers to access the best of academic research and put it to use in their work. Jochen Wirtz has done a masterful job presenting the most relevant academic research in a comprehensive and accessible manner to managers in service organizations. Few business scholars are able to translate rigorous academic research to managers as well as him. This book is a shining example."

Leonard Berry, Texas A&M University

Readership: Primary market — marketing practitioners; Secondary market — executives in EMBA and exec development programs.

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| 704pp | Jan 2017 | |
| 978-1-944659-04-2 | US\$110 | £91 |
| 978-1-944659-05-9 (pbk) | US\$49 | £41 |



Bestseller

World Scientific-Now Publishers Series in
Business - Vol 3

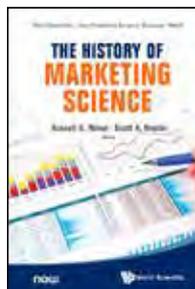
THE HISTORY OF MARKETING SCIENCE

edited by **Russell S Winer** (New York University, USA) & **Scott A Neslin** (Dartmouth College, USA)

The field of marketing science has a rich history of modeling marketing phenomena using the disciplines of economics, statistics, operations research, and other related fields. Since it is roughly 50 years from its origins, *The History of Marketing Science* is a timely review of the accomplishments of marketing scientists in a number of research areas.

Readership: Students of marketing science; researchers in the science of marketing; and general public interested in 50 years of marketing science history.

| | | |
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| 528pp | Aug 2014 | |
| 978-981-4596-47-3 | US\$138 | £115 |
| 978-981-4619-47-9 (pbk) | US\$48 | £40 |



Operations Management / Operations Research / Supply Chain Management

Textbook

SERVICE AND OPERATIONS MANAGEMENT

by **Cengiz Haksever** (Rider University, USA) & **Barry Render** (Rollins College, USA)

This book takes a multidisciplinary approach to services and operational management challenges; it draws upon the theory and practice in many fields of study such as economics, management science, statistics, psychology, sociology, ethics and technology, to name a few. It contains chapters most textbooks do not include, such as ethics, management of public and non-profit service organizations, productivity and measurement of performance, routing and scheduling of service vehicles.

Readership: Students at the graduate and undergraduate level, professionals as well as members of public with a keen interest in service operations management.

Textbook: Request Inspection Copy at sales@wspc.com

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| 692pp | Feb 2018 | |
| 978-981-3209-44-2 | US\$118 | £104 |



Textbook

HANDS-ON PROJECT MANAGEMENT

Practice your Skills with Simulation
Based Training

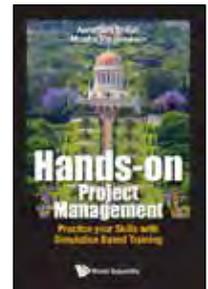
by **Avraham Shtub** (Technion Israel Institute of Technology, Israel) & **Moshe Rosenwein** (Columbia University, USA)

Teaching project management is not an easy task. Part of the difficulty is the one-of-a-kind nature of projects. This book and the software that comes with it (Project Team Builder) present a unique approach to the teaching and training of project management — an approach based on a software tool that combines an interactive, dynamic case study and a simple yet effective Project Management System. The book focuses on problems that the project manager faces in planning, monitoring and controlling projects.

Readership: Project managers, project teams, students, professionals and general readers interested in effective project management.

Textbook: Request Inspection Copy at sales@wspc.com

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| 196pp | Feb 2018 | |
| 978-981-3200-53-1 | US\$58 | £48 |



NOTABLE AND BESTSELLING TITLES

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| Concepts of Transportation Economics Barry E Prentice (University of Manitoba, Canada), et al. |
| Introduction to Workplace Safety and Health Management Yang Miang Goh (NUS, Singapore) |
| Multi-Stakeholder Decision Making for Complex Problems Kambiz Maani (Massey University, New Zealand) |
| Optimum Accelerated Life Testing Models with Time-Varying Stresses Preeti Wanti Srivastava (University of Delhi, India) |
| Productivity in Singapore's Retail and Food Services Sectors: Contemporary Issues Mun Heng Toh (NUS, Singapore), et al. |
| Real Options in Energy and Commodity Markets Nicola Secomandi (Carnegie Mellon University, USA) |

SUPPLY ECOSYSTEMS

Interconnected, Interdependent and Cooperative Operations, Supply and Contract Management
by **Douglas Kinnis Macbeth**
(University of Southampton, UK)



This book attempts to address the lack of connectedness between topics that have traditionally been dealt with as discrete and self-contained. By reflecting on how these topic areas work together and have the capability to offer businesses a complete supply capability to complement the customer focus of sales and marketing, this book provides a holistic view of how the whole of the supply side of a business can be coordinated and provide support to competitive advantage.

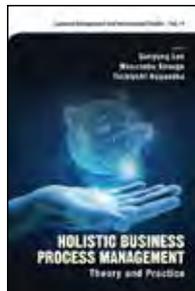
Readership: Students at the undergraduate and graduate level as well as professionals in global operations and supply chain management.

200pp **Nov 2018**
978-981-3223-07-3 **US\$85** **£75**

Japanese Management and International Studies - Vol 14

HOLISTIC BUSINESS PROCESS MANAGEMENT

Theory and Practice
edited by **Gunyung Lee** (Niigata University, Japan),
Masanobu Kosuga & **Yoshiyuki Nagasaka**
(Kwansei Gakuin University, Japan)



This book focuses on building business process management (BPM) as a model to address the importance of BPM views, analyze the effectiveness of the approach, and study the research trends in BPM. The book includes case studies of Japanese and Korean companies and BPM models suitable for small and medium-sized enterprises (SMEs) anywhere in the world.

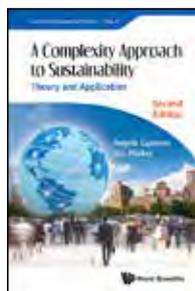
Readership: Professionals, students and researchers in the field of business and management.

208pp **Aug 2017**
978-981-3209-83-1 **US\$98** **£81**

Series on Complexity Science - Vol 5

A COMPLEXITY APPROACH TO SUSTAINABILITY (2nd Edition)

Theory and Application
by **Angela Espinosa** (Hull University Business School, UK) & **Jon Walker** (Independent Researcher, UK)



In this updated second edition, the authors further clarify the viability and sustainability (V&S) approach, and the criteria and framework needed for sustainable governance. It includes a more detailed perspective on the implications of the V&S approach to businesses and networks towards changes in structure, strategy and processes, inspired by specific case studies. Key additions include a criteria for designing more viable and sustainable self-governed organizations, the methodologies and tools to design and implement self-transformations towards sustainability, and how these tools support sustainability management individually and globally, for businesses and society.

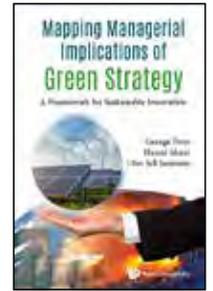
Readership: Graduate and undergraduate students studying ecology management and corporate social responsibility, professionals, general public and researchers interested in complexity and sustainability.

584pp **May 2017**
978-1-78634-203-4 **US\$188** **£156**

Organizational Behavior / Industrial Organization

MAPPING MANAGERIAL IMPLICATIONS OF GREEN STRATEGY

A Framework for Sustainable Innovation
by **George Tesar** (Umeå University, Sweden & University of Wisconsin-Whitewater, USA),
Hamid Moini (University of Wisconsin-Whitewater, USA) & **Olav Jull Sørensen** (Aalborg University, Denmark)



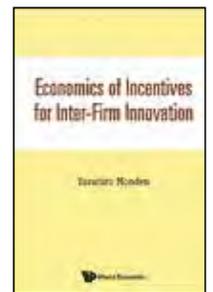
This book investigates how smaller manufacturing enterprises commit to green marketing strategies, mapping all major parts of the design process throughout the entire value-creating channel. It draws together a comprehensive framework to understand, from the perspective of marketing management, what managerial considerations are important in committing to green initiatives.

Readership: Highly recommended for both students and managers working in industry.

212pp **Mar 2018**
978-1-78634-480-9 **US\$88** **£77**

ECONOMICS OF INCENTIVES FOR INTER-FIRM INNOVATION

by **Yasuhiro Monden** (Tsukuba University, Japan)



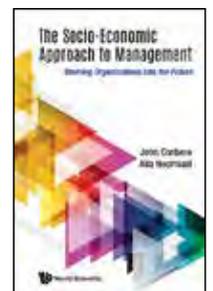
In the current environment of severe global competition, an uncertain business future as well as shorter product life cycles, companies have a pressing need to develop new products and businesses rapidly. In this book, Professor Yasuhiro Monden expounds on his theories about inter-firm networks and incentive price systems as important mechanisms to encourage innovation.

Readership: Researchers and practitioners who are interested in lean or just-in-time production systems and management.

524pp **Apr 2018**
978-981-3207-77-6 **US\$158** **£139**

THE SOCIO-ECONOMIC APPROACH TO MANAGEMENT

Steering Organizations into the Future
by **John Conbere** & **Alla Heorhiadi**
(SEAM Institute, USA)



Socio-Economic Approach to Management (SEAM) was developed in France and is little known in the US. This book provides a sound introduction to SEAM for the English-speaking audience. The book will be of interest for organizational leaders and managers who search new ideas, techniques, and tools to increase the efficiency of their organizations. The book will also be beneficial for change management and HR practitioners.

Readership: Graduate students and practitioners interested in organizational management and change.

188pp **Jun 2018**
978-981-3232-98-3 **US\$88** **£77**

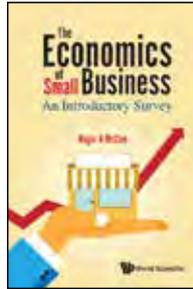
Textbook

THE ECONOMICS OF SMALL BUSINESS

An Introductory Survey
by **Roger A McCain** (Drexel University, USA)

This survey reviews research on the economics of small business, introducing key concepts for the understanding of the research, including some basic microeconomics, distribution functions, and concepts of entrepreneurship. Accessible to readers with elementary knowledge of economics and probability, the book is suitable as a text for an undergraduate course in the economics of small business.

Readership: Students and lecturers of undergraduate courses in the economics of small business, academics in business fields, readers with elementary knowledge of economics and probability.



Textbook: Request Inspection Copy at sales@wspc.com

284pp Jun 2018
978-981-3231-24-5 US\$78 £69

INDUSTRIAL RELATIONS IN SINGAPORE

Practice and Perspective
by **Oun Hean Loh** (Align Group, Singapore)

“Drawing from his vast experiences with the Ministry of Manpower, companies across industries and as a member of SNEF Industrial Relations Panel and Industrial Arbitration Court Employer Panel, ... comprehensively covers important legal provisions, processes, guidelines, institutions and practices. A must read reference book for HR practitioners and line managers dealing with people issues.”

Tan Jenk Dong
Head, Corporate Services, CapitalLand Singapore Ltd

Readership: This book is appropriate for undergraduates, graduate students and academicians, as well as professionals and consultants in Human Resource Management.



572pp Aug 2018
978-981-3230-35-4 US\$148 £130

ORGANIZATIONAL COMMITMENT

The Case of Unrewarded Behavior
by **Aviad Bar-Haim** (Open University of Israel, Israel)

Presenting this new definition of Organizational commitment (OC), the author addresses theoretical and empirical flaws in the current concept, while returning to an idea of commitment that is more widely used in social sciences: Commitment as a guarantee of fulfilment of obligations, which are neither motivating nor pleasant, but necessary.

Readership: Undergraduate and graduate students of organizational behavior and organizational commitment, and employers or interested general readers.

200pp Aug 2019
978-981-3232-15-0 US\$88 £77

THE PRIMAL EPISTEME

Knowledge and Practice for Managing a Sustainable World
edited by **Frank Birkin** (Sheffield University, UK) & **Thomas Polesie** (Gothenburg University, Sweden)

World development is divided by two distinct realms of knowledge that may be identified as (i) Modern abstract, rational belief system and (ii) empirically-grounded science. This division is evident large-scale in climate change debates and small-scale in everyday strategies and decisions. A transition from type (i) to type (ii) knowledge is discernible in many fields from development studies, corporate strategy, institutional performance appraisal and population studies to a fundamental questioning of personal identities, roles and fulfilment. An acceleration of this transition is arguably essential to achieving sustainability and its many intermediary steps such as the UN's Sustainable Development Goals. Yet type (ii) knowledge lacks a unifying concept. The Primal Episteme seeks to provide that unifying concept with supporting practical applications.

Readership: Graduate students in sustainable business, CSR and environmental sciences; social and natural scientists; business professionals and accountants.

250pp May 2019
978-981-3225-57-2 US\$98 £86

BEING!

Five Ways of Leading Authentically in a Post-Truth Era
by **Vikram Murthy** (Academy for Collaborative Futures (ACF), Australia) & **Aasha Murthy** (Australian Council for Educational Leaders (ACEL), Australia)

This book describes a new and augmented leadership repertoire for such a zeitgeist mindset. Its arguments are situated at the intersection of many disciplines; management, psychology, neuroscience, and intercultural learning. It draws on many traditions; social construction, contemplative practice, strength-based perspectives, experiential learning, and action science. It conceptualises leadership as a virtuous undertaking; five ways of being that incorporate practices and actions that lead to human flourishing.

Readership: Business professional, managers, practitioners, scholars and academics in leadership.

250pp Jul 2019
978-981-3237-08-7 US\$68 £60

BESTSELLING BACKLIST

Econometric Models for Industrial Organization
Matthew Shum (Caltech)

Powered by Fear
James G S Clawson (University of Virginia, USA), et al.

The Value Sphere (4th Edition)
John Boquist (Indiana University of Bloomington, USA), et al.



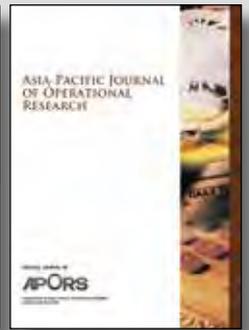
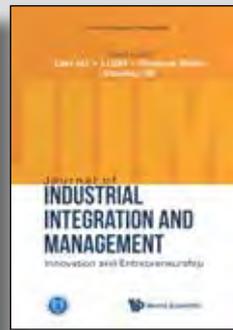
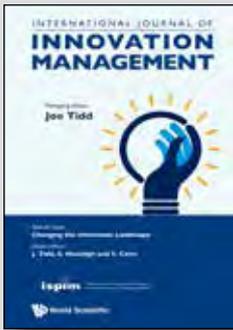
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INTERNATIONAL JOURNAL OF INNOVATION MANAGEMENT (IJIM)

www.worldscientific.com/ijim

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Ikujiro Nonaka (*University of California at Berkeley, USA*)

Business Advisory Board

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Richard Granger (*Arthur D Little*)

Aims and Scope

IJIM is the official journal of the International Society of Professional Innovation Management (ISPIIM). Both the *IJIM* and ISPIIM adopt a multi-disciplinary approach to addressing the many challenges of managing innovation, rather than a narrow focus on a single aspect such as technology, R&D or new product development.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • International Bibliography of the Social Sciences (IBSS) • INSPEC and more.

INTERNATIONAL JOURNAL OF INNOVATION AND TECHNOLOGY MANAGEMENT (IJITM)

www.worldscientific.com/ijitm

Editors-in-Chief:

Tugrul U Daim (*Portland State University, USA*) & **Alexander Brem** (*Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU), Germany*)

Aims and Scope

IJITM encompasses all facets of the process of technological innovation from idea generation, conceptualization of new products and processes, R&D activities, and commercial application. Research on all firm sizes, from entrepreneurial ventures, small and medium sized enterprises (SMEs), as well as large organizations.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • International Bibliography of the Social Sciences (IBSS) • INSPEC and more.

JOURNAL OF INFORMATION AND KNOWLEDGE MANAGEMENT (JIKM)

www.worldscientific.com/jikm

Editor-in-Chief: Suliman Hawamdeh (*University of North Texas, USA*)

Aims and Scope

JIKM dedicated to the exchange of the latest research and practical information in the field of information processing and knowledge management. It publishes original research and case studies by academic, business and government contributors.

Abstracting/Indexing

Emerging Sources Citation Index (ESCI) • Scopus • INSPEC • Computer and Information Systems Abstracts and more.



INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY AND DECISION MAKING (IJITDM)

www.worldscientific.com/ijitdm

Editor-in-Chief: Yong Shi (*University of Nebraska at Omaha, USA & Chinese Academy of Sciences, China*)

Aims and Scope

IJITDM provides a global forum for exchanging research findings and case studies which bridge the latest information technology and various decision-making techniques. It promotes how information technology improves decision techniques as well as how the development of decision-making tools affects the information technology era.

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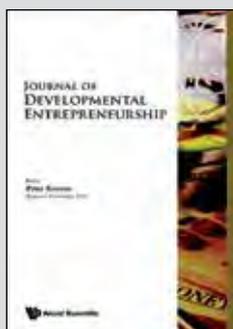
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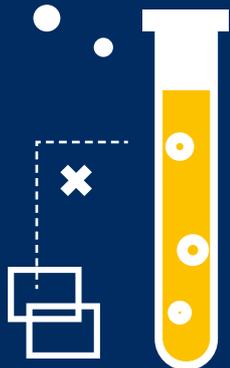
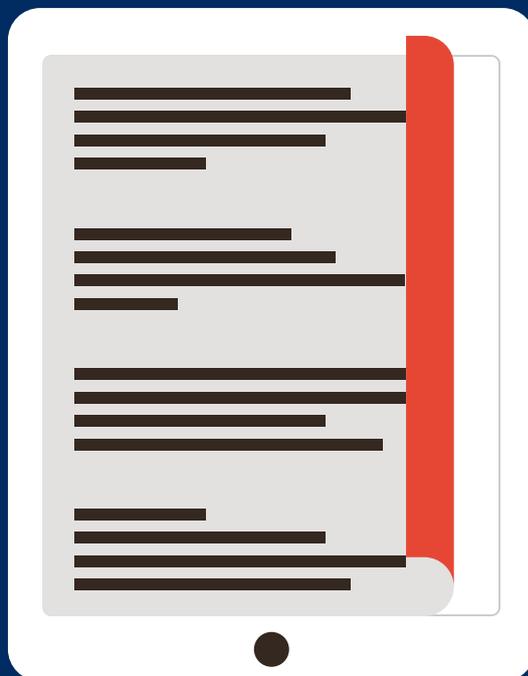
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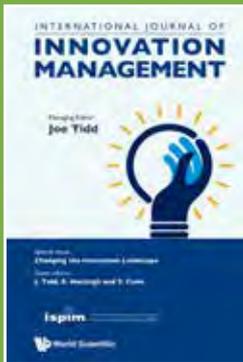
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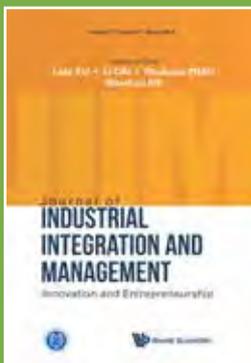
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