

Highlights in Innovation, Technology & Knowledge Management

:: Bestseller

INSIDE REAL INNOVATION

How the Right Approach Can Move Ideas from R&D to Market — And Get the Economy Moving

by **Eugene Fitzgerald**, **Andreas Wankner** (Massachusetts Institute of Technology, USA, Cornell University, USA & The Innovation Interface, USA) & **Carl Schramm** (The Kauffman Foundation, USA)

“Kudos to the authors of Inside Real Innovation. After debunking the age-old dogma about real innovation being a linear process, they clearly demonstrate how the cornerstones of Technology, Market, and Implementation must work together iteratively to realize ideas in the marketplace. As a university professor who has founded five companies to date, I especially commend this book to US government and university IP policy makers.”

Jerry Woodall
National Medal of Technology Laureate

This breakthrough book gives a ground-floor view of the innovation process, showing how fundamental innovators really work. Then, it connects that knowledge to the bigger picture, explaining why the “innovation system” in the United States is failing to work as it once did, and what all parties can do to build a better system for the future.

248pp Nov 2010
978-981-4327-98-5 US\$29.95 £19
978-981-4327-99-2(ebook) US\$39

MANAGING KNOWLEDGE ASSETS, CREATIVITY AND INNOVATION

by **Dorothy A Leonard**
(Harvard Business School, USA)

“Dorothy Leonard’s path-breaking research and writing on innovation have guided the field for over 20 years. This collection is an indispensable guide to her most important contributions. They reveal how knowledge, people, and organizations facilitate — or hinder — the genesis of products that change the world.”

Teresa M Amabile
Harvard Business School

“Dorothy Leonard is the foremost authority on the relationship between knowledge and innovation in the Western world. This collection of her work will assist any organization in building a powerful capability to create new products, processes, and services.”

Thomas H Davenport, Babson College

592pp May 2011
978-981-4295-49-9 US\$180 £119
978-981-4295-50-5(ebook) US\$234

INNOVATION AND GROWTH

What Do We Know?

edited by **Anjan Thakor** (Washington University in St. Louis, USA)

This book, written entirely by faculty at the Olin Business School, Washington University in St. Louis, provides a variety of practical and implementable perspectives on innovation for managers. In addition, the book contains chapters that provide reviews of the academic research on innovation in the faculty members’ specific areas of expertise.

Contents: Innovation: A Review of Research in Organizational Behavior (*S Bunderson & K Sawyer*); Managing Innovation: A Process and Resource Allocation Perspective (*P Kouvelis & B Lus*); Innovation and Finance: A Survey (*A Thakor*); Creating a Climate for Business Innovation: Guidelines for Leaders (*L Konczak & S Spencer*); Unblocking Innovation: Breaking the Shackle of Assumptions (*S Chun & A Thakor*); Contracting for Innovation (*N Argyres*); R&D Mythbusters (*A M Knott*).

250pp (approx.) Fall 2012
978-981-4343-53-4 US\$68 £44
978-981-4343-55-8(ebook) US\$88

SERIES ON TECHNOLOGY MANAGEMENT

Managing Editor : **Joe Tidd**, *SPRU, The University of Sussex, UK*

The Technology Management Series is dedicated to the advancement of academic research and management practice in the field of technology and innovation management. The series features titles which adopt an interdisciplinary, multifunctional approach to the management of technology and innovation, and includes work which seeks to integrate the management of technological, market and organisational innovation.

:: Textbook

DISCONTINUOUS INNOVATION

by **Peter Augsdorfer** (*Grenoble Ecole de Management, Germany*),
John Bessant (*University of Exeter, UK*),
Kathrin Möslin (*Universität Erlangen-Nürnberg, Germany*) &
Bettina von Stamm (*Innovation Leadership Forum, UK*)

This book is based on the findings, issues and questions related to an ongoing decade-old research project named The Discontinuous Innovation Lab (DI-Lab). The research project focuses on discontinuous innovation in more than thirteen countries, most of which are European, and provides useful insights into its different challenges. It attempts to provide answers to the above-mentioned questions by gathering information from the research project and also from firms that have tried exploring various ideas, models and insights to tackle discontinuous innovation.

300pp (approx.) **Summer 2012**
978-1-84816-780-3 **US\$75** **£49**

:: Textbook

MANAGING PROCESS INNOVATION From Idea Generation to Implementation

by **Thomas Lager**
(*Grenoble Ecole de Management, France*)

This book will take the reader through a systematic examination of the factors involved in process innovation. It starts with the considerations to be initiated in the boardroom and at group management level and develops into a hands-on guide for middle management and professional engineers directly involved in the innovation of process technology.

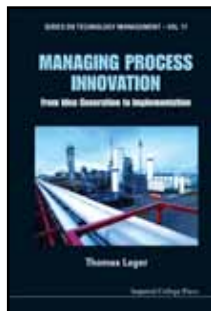
384pp **Oct 2010**
978-1-84816-605-9 **US\$96** **£60**

PERSPECTIVES ON USER INNOVATION

edited by **Stephen Flowers** & **Flis Henwood**
(*University of Brighton, UK*)

There has been a dramatic shift towards more open, democratised forms of innovation that are driven by networks of individual users. Users are now visibly active within all stages of the innovation process and across many types of industrial output and their influence is spreading across many sectors. This developing phenomenon has large implications for our understanding of the management of innovation. Drawing on practice-based insights, together with theoretical approaches developed in Innovation Studies and Science and Technology Studies, this book brings together a collection of recent work that examines key aspects of this emerging new model of innovation, while highlighting exciting new ideas in this area.

272pp **Oct 2010**
978-1-84816-699-8 **US\$96** **£66**
978-1-84816-700-1(ebook) **US\$125**



Vol. 15

GAINING MOMENTUM

Managing the Diffusion of Innovations

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

Diffusion, or the widespread adoption of innovations, is a critical yet under-researched topic. There is a wide gap between development and successful adoption of an innovation. Therefore, a better understanding of why and how an innovation is adopted can help develop realistic management and business plans. Most books on this topic use a single-discipline approach to explain the diffusion of innovations. This book adopts a multi-disciplinary and managerial process approach to understanding and promoting the adoption of innovations, based on the latest research and practice.

448pp **Jul 2010**
978-1-84816-354-6 **US\$106** **£73**
978-1-84816-355-3(ebook) **US\$138**

Vol. 3

FROM KNOWLEDGE MANAGEMENT TO STRATEGIC COMPETENCE (SECOND EDITION)

:: Bestseller

Measuring Technological, Market and Organisational Innovation

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

This book attempts to establish the links between strategic competencies, knowledge management, organisational learning and innovation — specifically, how an organisation identifies, assesses and exploits its competencies, and translates these into new processes, products and services. In this second edition, the original material is updated and three new chapters are added, reflecting the latest developments in the field.

452pp **May 2006**
978-1-86094-638-7 **US\$138** **£91**
978-1-86094-813-8(ebook) **US\$179**

NOTABLE BACKLIST

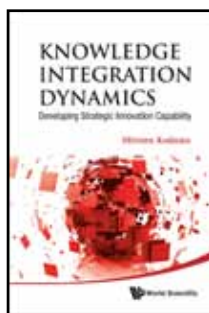
Vol. 1 - ENGINES OF PROSPERITY Gerardo R Ungson (University of Oregon, USA) et al.
Vol. 2 - KNOWLEDGE ENTERPRISE, THE J Friso den Hertog (MERIT, Maastricht University) et al.
Vol. 4 - JAPANESE COST MANAGEMENT Yasuhiro Monden (University of Tsukuba, Japan)
Vol. 5 - R&D STRATEGY AND ORGANISATION Vittorio Chiesa (Università degli Studi di Milano-Bicocca, Milan, Italy)
Vol. 6 - SOCIAL INTERACTION AND ORGANISATIONAL CHANGE Oswald Jones (Aston University, UK) et al.
Vol. 7 - INNOVATION MANAGEMENT IN THE KNOWLEDGE ECONOMY Ben Dankbaar (University of Nijmegen, The Netherlands)
Vol. 8 - DIGITAL INNOVATION Giuseppina Passiante (University of Lecce, Italy) et al.
Vol. 9 - SERVICE INNOVATION Joe Tidd (University of Sussex, UK) et al.
Vol. 10 - OPEN SOURCE Moreno Muffatto (University of Padua, Italy)
Vol. 11 - INVOLVING CUSTOMERS IN NEW SERVICE DEVELOPMENT Bo Edvardsson (Karlstad University, Sweden) et al.
Vol. 12 - PROJECT-BASED ORGANIZATION IN THE KNOWLEDGE-BASED SOCIETY Mitsuru Kodama (Nihon University, Japan)
Vol. 13 - BUILDING INNOVATION CAPABILITY IN ORGANIZATIONS Milé Terziovski (University of Melbourne, Australia)
Vol. 14 - INNOVATION AND STRATEGY OF ONLINE GAMES Jong H Wi (Chung-Ang University, South Korea)

KNOWLEDGE INTEGRATION DYNAMICS

Developing Strategic Innovation Capability
by **Mitsuru Kodama** (Nihon University, Japan)

"This is a practical yet academic book that provides an in-depth analysis of the knowledge integration process from a theoretical and empirical perspective. Professor Mitsuru Kodama is a business scholar and practitioner in the high-tech field. His research is an original approach to theorizing corporate knowledge-creating activities from a practical viewpoint, resulting in a new framework and numerous implications. This book will be of benefit to management theory students and practitioners as well as scholars and researchers."

Dr Ikujiro Nonaka, Professor Emeritus, Hitotsubashi University



380pp **Feb 2011**
978-981-4317-89-4 **US\$108** **£70**
978-981-4317-90-0(ebook) **US\$140**

Series on Complexity Science - Vol. 1
A COMPLEXITY APPROACH TO SUSTAINABILITY
Theory and Application

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

This book argues the urgency for the application of analytical tools that embody the principles of complexity management. The authors describe a theoretical framework based on complexity science with a focus on organisational and second order cybernetics, one that presents a powerful new insight into the concept of sustainability.



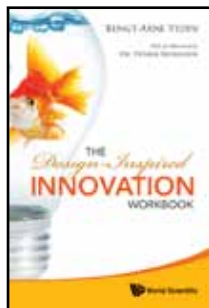
392pp **Apr 2011**
978-1-84816-527-4 **US\$120** **£78**
978-1-84816-529-8(ebook) **US\$156**

:: Textbook

THE DESIGN-INSPIRED INNOVATION WORKBOOK

by **Bengt-Arne Vedin** (Royal Institute of Technology, Sweden)

This book argues for the need to make design the driving force for propelling innovation, as it provides important impetus for innovation, realizing dreams and obtaining a different focus from cost, technology, or production processes. This volume offers the "how-to's" for designing for successful novelty, and discusses issues such as product language and meaning, and connecting with the end-user. *The Design-Inspired Innovation Workbook* is an indispensable handbook and important foundation for facilitating dialog between internal and external product service managers and designers, and aims to cover a vast arena of design-cum-innovation efforts while making the reader discover or invent the exact undertakings by him or herself.



360pp **Mar 2011**
978-981-4289-63-4 **US\$88** **£57**

CORPORATE SOCIAL RESPONSIBILITY, GOVERNANCE AND CORPORATE REPUTATION

by **Petter Gottschalk**
(Norwegian School of Management, Norway)

"White-collar crime can be difficult to detect, both by internal entities such as internal audit and control units, as well as by external entities such as the stock exchange, the tax authorities and the police. Petter Gottschalk has written an important and interesting book that links white-collar crime prevention to corporate social responsibility, governance mechanisms, and corporate reputation damage and repair."



Dag Styrvold,
former Norwegian Police Superintendent and current instructor
Norwegian Police University College
for the education of officers to battle white-collar crime

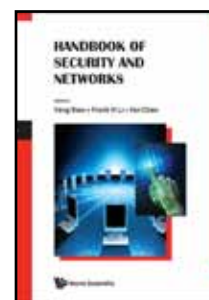
212pp **Mar 2011**
978-981-4335-17-1 **US\$68** **£42**
978-981-4335-18-8(ebook) **US\$88**

:: Handbook

HANDBOOK OF SECURITY AND NETWORKS

edited by **Yang Xiao** (The University of Alabama, USA), **Frank H Li** (The University of South Carolina Upstate, USA) & **Hui Chen** (Virginia State University, USA)

This valuable handbook is a comprehensive compilation of state-of-art advances on security in computer networks. More than 40 internationally recognized authorities in the field of security and networks contribute articles in their areas of expertise. These international researchers and practitioners are from highly-respected universities, renowned research institutions and IT companies from all over the world.



576pp **Apr 2011**
978-981-4273-03-9 **US\$188** **£122**
978-981-4273-04-6(ebook) **US\$257**

NOTABLE BACKLIST	
ASIAN INDUSTRIAL CLUSTERS, GLOBAL COMPETITIVENESS AND NEW POLICY INITIATIVES Bernard Ganne (CNRS, University of Lyon, Institute of Human Sciences, MODYS, France) et al.	
BUSINESS GROUP MANAGEMENT IN JAPAN Kazuki Hamada (Kwansei Gakuin University, Japan)	
BUSINESS PROCESS MANAGEMENT OF JAPANESE AND KOREAN COMPANIES Gunyung Lee (Niigata University, Japan) et al.	
COMPUTATIONAL INTELLIGENCE Da Ruan (Belgian Nuclear Research Centre (SCK-CEN), Belgium & Ghent University, Belgium) et al.	
GLOBALISATION AND TERTIARY EDUCATION IN THE ASIA-PACIFIC Christopher Findlay (University of Adelaide, Australia) et al.	
HANDBOOK OF BUSINESS PRACTICES AND GROWTH IN EMERGING MARKETS Satyendra Singh (University of Winnipeg, Canada)	
INTELLIGENT DECISION MAKING SYSTEMS Koen Vanhoof (Hasselt University, Belgium) et al.	
INVENTION OF INTEGRATED CIRCUITS Arjun N Saxena (Emeritus Professor & Patron, Rensselaer, USA)	
NEW TRENDS IN QUALITATIVE AND QUANTITATIVE METHODS IN LIBRARIES Anthi Katsirikou (University of Piraeus Library, Greece) et al.	
QUALITATIVE AND QUANTITATIVE METHODS IN LIBRARIES Anthi Katsirikou (University of Piraeus Library, Greece) et al.	



SERIES ON INNOVATION AND KNOWLEDGE MANAGEMENT

Editor: Professor Suliman Hawamdeh, University of North Texas, USA

The Innovation and Knowledge Management series focuses on issues related to innovation and knowledge management, the role of knowledge management practices in innovation and vice versa. This could be at the level of organization or society, and will take place in diverse cultural settings.

:: Textbook

COMMUNICATION AND KNOWLEDGE TRANSFER Theories and Cases in Journalism, Public Relations and Advertising

by **Seow Ting Lee** (Illinois State University, USA) &
I-Huei Cheng (University of Alabama, USA)

This book brings together the theories of knowledge management and communication to examine the goals, functions and effects of knowledge management on journalism, public relations, and advertising. Through numerous case studies, it investigates the critical inter-relationships between communication and knowledge creation in theory and practice. It also examines the dynamics of knowledge transfer, tacit knowledge, and the challenges of harnessing, transferring, and sharing tacit knowledge. It offers new insights into knowledge transfer and provides practical recommendations to organizations, students, academics and mass communication practitioners.

200pp (approx.) **Autumn 2012**
978-981-4271-02-8 **US\$65** **£45**

:: Textbook

KNOWLEDGE MANAGEMENT An Interdisciplinary Perspective

by **Sajjad M Jasimuddin** (Aberystwyth University, UK)

This book analyzes dynamic relationships among the disciplines that have contributed to the development of knowledge management. It focuses on establishing relationships between knowledge management and other disciplines such as information management, organizational learning, innovation management and strategic management. It debates the origin and development of knowledge management, thus providing a clear and conceptual understanding of the field. This, in turn, will help readers adopt better approaches to solve knowledge management problems.

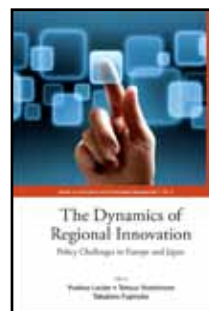
432pp (approx.) **Jan 2012**
978-981-4271-22-6 **US\$99** **£65**

THE DYNAMICS OF REGIONAL INNOVATION

Policy Challenges in Europe and Japan
edited by **Yveline Lecler** (University of Lyon, France),
Tetsuo Yoshimoto (Ritsumeikan University, Japan) &
Takahiro Fujimoto (University of Tokyo, Japan)

Based on robust cases studied by researchers and practical experiences of personnel involved in innovation at public or private institutions, this book successively discusses the policy framework in Europe and Japan, the new role for universities due to intellectual property reform or technology transfer promotion, the new challenges for firms in terms of licensing, patents, corporate venturing, including entrepreneurship, incubation, venture capital or cross-industry knowledge sharing. The dynamics of regional innovation is an on-going issue, and we are still standing at the threshold of this field of research. It is exactly why such a book is needed now.

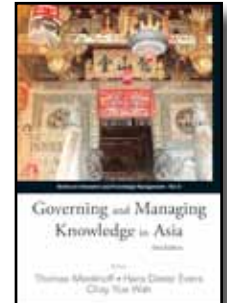
550pp (approx.) **Nov 2011**
978-981-4360-59-3 **US\$148** **£98**
978-981-4360-60-9(ebook) **US\$192**



:: Bestseller

Vol. 9 GOVERNING AND MANAGING KNOWLEDGE IN ASIA (2ND EDITION)

edited by **Thomas Menkhoff** (Singapore Management University), **Hans-Dieter Evers** (University of Bonn, Germany) & **Yue Wah Chay** (SIM University, Singapore)



The field of knowledge for development now occupies a top position on the agenda of all Asian governments as well as large development organizations. This book reflects this mega-trend of development towards KBEs (Knowledge Based Economies). For this 2nd edition all chapters have been thoroughly edited and data, tables and graphs have been updated to reflect the latest available statistics.

396pp **Jan 2010**
978-981-4289-82-5 **US\$87** **£57**
978-981-4289-90-0(ebook) **US\$113**

:: Bestseller

Vol. 4 MANAGING EMERGING TECHNOLOGIES AND ORGANIZATIONAL TRANSFORMATION IN ASIA A Casebook

edited by **Pan Shan Ling** (National University of Singapore)

This book provides organizational and managerial views on adopting emerging technologies for organizational transformation. The variety of issues and technologies covered includes Radio Frequency Identification Technology (RFID); Enterprise Systems and Inter-Organizational Systems (IOS); Knowledge Management (KM); E-Business and E-Government initiatives.

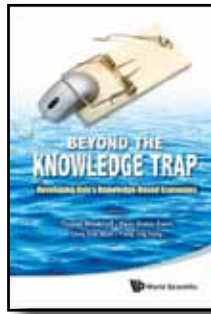
244pp **Jan 2006**
978-981-256-592-1 **US\$78** **£51**
978-981-277-457-6(ebook) **US\$101**

NOTABLE BACKLIST

Vol. 1 - MANAGING STRATEGIC ENTERPRISE SYSTEMS AND E-GOVERNMENT INITIATIVES IN ASIA: A CASEBOOK Pan Shan-Ling (National University of Singapore)
Vol. 2 - KNOWLEDGE MANAGEMENT: THROUGH THE TECHNOLOGY GLASS Meliha Handzic (Sarajevo School of Science & Technology, Bosnia-Herzegovina)
Vol. 5 - CREATING COLLABORATIVE ADVANTAGE THROUGH KNOWLEDGE AND INNOVATION Suliman Hawamdeh (University of North Texas, USA)
Vol. 6 - KNOWLEDGE MANAGEMENT: INNOVATION, TECHNOLOGY AND CULTURES Christian Stary (Johannes Kepler University, Austria) et al.
Vol. 7 - KNOWLEDGE MANAGEMENT: COMPETENCIES AND PROFESSIONALISM Suliman Hawamdeh (University of North Texas, USA) et al.
Vol. 8 - MANAGING KNOWLEDGE FOR GLOBAL AND COLLABORATIVE INNOVATIONS Samuel Chu (The University of Hong Kong) et al.

BEYOND THE KNOWLEDGE TRAP
Developing Asia's Knowledge-Based Economies

edited by **Thomas Menkhoff** (Singapore Management University), **Hans-Dieter Evers** (University of Bonn, Germany), **Yue Wah Chay** (SIM University, Singapore) & **Eng Fong Pang** (Singapore Management University)



Based on the success of the World Scientific publication "Governing and Managing Knowledge" edited by Thomas Menkhoff, Hans-Dieter Evers and Chay Yue Wah in 2005, this unique volume presents 16 new theoretical-practical papers on the strategic aspects of developing knowledge-based economies with case studies from South Korea, Singapore, Malaysia, Thailand, Vietnam, Indonesia, Philippines and Uzbekistan. A key question which the book seeks to answer is what Asian policy-makers and leaders in government, economy and society can do to further enhance learning and capability formation so as to foster sustainable development in an increasingly globalized world.

472pp **Apr 2011**
978-981-4343-67-1 **US\$112** **£74**
978-981-4343-68-8(ebook) **US\$146**

THE CHANGING FACE OF INNOVATION
Is it Shifting to Asia?

by **Seeram Ramakrishna** (National University of Singapore) & **Daniel Joo-Then Ng** (Independent Strategic Advisor and Business Consultant, Singapore)



This is an easy-to-read book that presents the developing trends of innovation around the world and also focuses on global social perspectives of trends in innovation. It provides a snapshot of the shift of innovation from Atlantic to Asia Pacific. There has been a discernable trend of innovation (R&D) in countries like Japan, Korea, China, India and Singapore. This book attempts to create awareness of this trend and hopes to motivate business leaders and policy makers to take advantage of this shifting trend, as well as to encourage more global collaboration in innovations to face societal challenges in the 21st century.

216pp **Oct 2011**
978-981-4291-58-3(pbk) **US\$38** **£25**
978-981-4291-59-0(ebook) **US\$49**

Foundations and Trends® in Marketing
MARKETING DECISION MAKING AND DECISION SUPPORT
Challenges and Perspectives for Successful Marketing Management Support Systems

by **Gerrit H van Bruggen** & **Berend Wierenga** (Rotterdam School of Management, Erasmus University, The Netherlands)

Marketing Decision Making and Decision Support addresses the topic of marketing management support systems (MMSS), which are computer-enabled devices that help marketers to make better decisions. MMSS enhance the decision making capabilities of marketers by improving their efficiency and their effectiveness. It can act as a data repository, which is a device that monitors events and provides information about these events to decision makers in such a way that they can easily use it. A more sophisticated MMSS can help detecting cause-effect relationships between events in the market place. An even more sophisticated MMSS can consider alternative marketing actions and predict the outcomes of these actions.

132pp **Jul 2010**
978-1-60198-368-8(pbk) **US\$90** **£76** **€90**



Foundations and Trends® in Technology, Information and Operations Management
RFID AND THE INTERNET OF THINGS
Technology, Applications, and Security Challenges

by **Sergei Evdokimov** (Gematik, Germany), **Benjamin Fabian**, **Oliver Günther** (Humboldt-Universität zu Berlin, Germany), **Lenka Ivantysynova** (Universität Potsdam, Germany) & **Holger Ziekow** (Humboldt-Universität zu Berlin, Germany)

RFID and the Internet of Things shows how RFID has transformed the supply chain over the last decade and examines the manufacturing, logistics and retail aspects of RFID. This monograph considers the related cost/benefit of RFID in these business environments. The authors describe a vision of an "Internet of Things", where each participating object has a digital shadow with related information stored in cyberspace.

88pp **May 2011**
978-1-60198-444-9 (pbk) **US\$65** **£57** **€65**

Foundations and Trends® in Technology, Information and Operations Management

INSIDE THE ORGANIZATIONAL LEARNING CURVE
Understanding the Organizational Learning Process

by **Michael A Lapré** (Vanderbilt University) & **Ingrid M Nembhard** (Yale University)

Inside the Organizational Learning Curve provides an in-depth understanding of the organizational learning curve and why significant differences in the rate of learning exist across organizations. Few studies have "stepped inside the learning curve" to provide greater understanding of the organizational learning process underlying the learning curve. We contend that this understanding is essential for helping organizations learn better and faster, and thus, operate more effectively and efficiently in a dynamic world. By integrating research from both operations and organizational behavior disciplines, the authors provide a more comprehensive understanding of organizational learning and the organizational learning curve.

112pp **Mar 2011**
978-1-60198-432-6(pbk) **US\$80** **£71** **€80**

Foundations and Trends® in Technology, Information and Operations Management

HUMANITARIAN LOGISTICS
A New Field of Research and Action

by **Aruna Apte** (Naval Postgraduate School, USA)

Humanitarian Logistics takes a comprehensive look at the issues surrounding humanitarian logistics through the life-cycle of the disaster spanning three stages of operations: preparation, disaster response, and humanitarian relief. The author defines humanitarian logistics from different perspectives, surveys case studies to delineate lessons learned, and reviews analytical models from the literature to understand the state of the art in humanitarian logistics. It reviews the lessons learned in past humanitarian logistics efforts, develops a classification of disasters, and distinguish between disaster response and humanitarian relief. The monograph concludes with the presentation of case studies of current practices that places this academic research in the context of reality and provides the broader picture of humanitarian logistics.

108pp **Apr 2010**
978-1-60198-336-7(pbk) **US\$75** **£68** **€75**

Published by Now Publishers and marketed by World Scientific

Highlights in Innovation, Technology and Knowledge Management

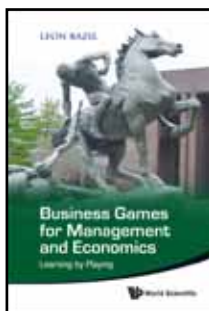
:: Textbook

BUSINESS GAMES FOR MANAGEMENT AND ECONOMICS

Learning by Playing

by **Leon Bazil** (*Stevens Institute of Technology, USA*)

"Business games are such a powerful tool for overcoming economic, social, and cultural barriers between students and with the professor. They provide a most effective training platform for the success of global business people."



Dr Hong Zhen, Shanghai Maritime University, China

This book presents board and video business games which combine teamwork with individual decisions based on computer models. Business games support integration of learning experience for different levels of education and between different disciplines: economics, management, technological, environmental and social studies.

408pp **Nov 2011**
978-981-4355-57-5 **US\$75** **£49**

CHINA'S REALITY AND GLOBAL VISION

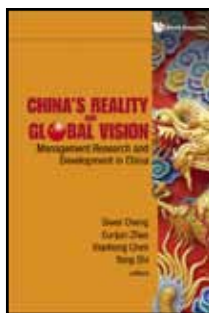
Management Research and Development in China

edited by **Yong Shi, Sivei Cheng, Cunjun Zhao**

(*Chinese Academy of Sciences, China*) &

Xiaohong Chen (*Central South University, China*)

This unique book presents the contemporary achievements in management research and managerial practice of Chinese enterprises. Featuring a collection of keynote and plenary speeches by well-known international scholars and CEOs of multinational and national corporations, this book puts forth their solutions to management challenges from both China's reality and global concerns. It not only highlights the cutting-edge findings of management research in China but is also a reflection of the changes of management theory and applications in the face of China's economic reform and Open-door policy; hence making it a useful resource for readers interested in China's management and economic development.



368pp **Dec 2011**
978-981-4287-90-6 **US\$132** **£87**
978-981-4287-91-3(ebook) **US\$172**

THIS PERVERSIVE DAY

The Potential and Perils of Pervasive Computing

edited by **Jeremy Pitt** (*Imperial College London, UK*)

This Pervasive Day: The Potential and Perils of Pervasive Computing will investigate the science and technology of pervasive adaptation from a human-centred perspective, and consider social, ethical and legal issues. It will offer an overall view of innovative technologies from a techno-political standpoint, with recommendations where research should (or not) go into, as well as bringing up specific controversial issues, on which some of the contributors might not be in full agreement.



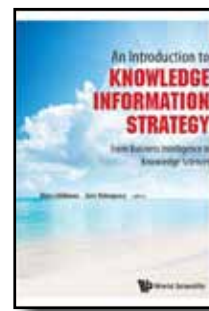
300pp (approx.) **Dec 2011**
978-1-84816-748-3 **US\$95** **£62**
978-1-84816-749-0(ebook) **US\$124**

:: Textbook

AN INTRODUCTION TO KNOWLEDGE INFORMATION STRATEGY

From Business Intelligence to Knowledge Sciences

edited by **Akira Ishikawa** (*Aoyama Gakuin University, Japan*) & **Juro Nakagawa** (*Nihon University, Japan*)



This book attempts to cover the essence, concepts, techniques, and applications of business intelligence. It also explores different aspects of crisis management, knowledge management and knowledge sciences, the applications of business intelligence in contingencies and crises, environmental issues and group intelligence.

300pp (approx.) **Dec 2011**
978-981-4324-42-7 **US\$65** **£40**

LEVERAGE INNOVATION CAPABILITY

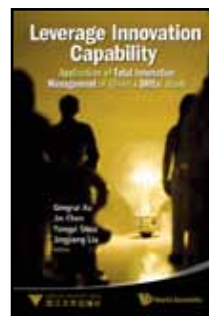
Application of Total Innovation Management in

China's SMEs' Study

by **Qingrui Xu** (*Chinese Academy of Engineering, China*),

Jin Chen, Y Yi Shou & J J Liu (*Zhejiang University, China*)

This book studies the strategy and mechanism of leveraging innovation capability in China's SMEs by applying the theory of Total Innovation Management (TIM), which is the new paradigm of managing innovation in enterprises developed by the Research Center for "Innovation and Development" (shortly RCID) of Zhejiang University, China. According to Eric von Hippel, MIT, RCID is the Top 10 Innovation Management research institutes in the world.



400pp (approx.) **Dec 2011**
978-981-4317-85-6 **US\$98** **£61**
978-981-4317-86-3(ebook) **US\$127**

NOTABLE BACKLIST

ADVANCES IN DOCTORAL RESEARCH IN MANAGEMENT Luiz Moutinho (University of Glasgow, UK) et al.
CHALLENGES IN INFORMATION TECHNOLOGY MANAGEMENT Man-Chung Chan (Hong Kong Polytechnic University) et al.
CHALLENGES IN THE MANAGEMENT OF NEW TECHNOLOGIES Marianne Hörlesberger (Austrian Research Centers GmbH-ARC, Austria) et al.
CHINA'S SCIENCE AND TECHNOLOGY SECTOR AND THE FORCES OF GLOBALISATION Elspeth Thomson (National University of Singapore) et al.
ENHANCING LEARNING THROUGH TECHNOLOGY Reggie Kwan (Caritas Francis Hsu College, Hong Kong) et al.
INFORMATION COMMUNICATION TECHNOLOGY IN EDUCATION KOH Thiam Seng (Ministry of Education, Singapore) et al.
JAPANESE PROJECT MANAGEMENT Shigenobu Ohara (Nippon Institute of Technology, Japan) et al.
LEARNING AND PERFORMANCE MATTER Prem Kumar (National Community Leadership Institute, Singapore) et al.
MANAGEMENT OF TECHNOLOGY INNOVATION AND VALUE CREATION Mostafa Hashem Sherif (AT&T, USA) et al.
SCIENCE AND TECHNOLOGY OF AN AMERICAN GENIUS, THE Hellmut Fritzsche (University of Chicago, USA) et al.

eBooks
 ebooks.worldscinet.com

**GMDH-METHODOLOGY AND IMPLEMENTATION IN C
(With CD-ROM)**edited by **Godfrey Onwubolu***(Humber College Institute of Technology & Applied Learning, Canada)*

Group Method of Data Handling (GMDH) is a typical inductive modeling method built on the principles of self-organization. Since its introduction, inductive modeling has been developed and applied to complex systems in areas like prediction, modeling, clusterization, system identification, as well as data mining and knowledge extraction technologies, to several fields including social science, science, engineering and medicine. This book makes error-free codes available to end-users so that these codes can be used to understand the implementation of GMDH, and then create opportunities to further develop the variants of GMDH algorithms.

300pp (approx.) **Summer 2012**
978-1-84816-610-3 **US\$96** **£66**
978-1-84816-611-0(ebook) **US\$125**

ICP Sustainability and Risk Series - Vol. 1

**SUSTAINABILITY, CLIMATE CHANGE, FORESTRY AND
FOREST CARBON****The Information Management and Business Change Challenge**by **Richard Max-Lino** *(Quest4 Consulting Ltd, UK)*

In the face of climate change and socially responsible investment (SRI) principles, environmental metrics for driving and managing sustainability creates major data and reporting challenges for most organisations. Thus the data management challenge is not simple, nor is the process of recycling that data back as intelligence to the organisations concerned. Furthermore, if a key objective of carbon accounting is to create business (and sector) change, then existing processes need changing and adapting so that they become iterative for carbon minimisation. That is not possible without the intelligence gleaned from carbon accounting. This book focuses on these issues, and pulls together reference work by academia and businesses to address the challenges, highlighting promising developments.

250pp (approx.) **Summer 2012**
978-1-84816-808-4 **US\$85** **£56**
978-1-84816-809-1(ebook) **US\$111**

:: Handbook**HANDBOOK OF METADATA, SEMANTICS AND
ONTOLOGIES**edited by **Miguel-Angel Sicilia** *(University of Alcalá, Spain)*

The *Handbook of Metadata, Semantics and Ontologies* is intended as an authoritative reference for students, practitioners and researchers, serving as a roadmap for the variety of metadata schemas and ontologies available in a number of key domain areas, including culture, biology, education, healthcare, engineering and library science.

Contents: Foundations; Metadata and Ontology Languages; Metadata and Ontologies by Domain; Technologies and Systems for Managing Metadata.

800pp (approx.) **Fall 2012**
978-981-283-629-8 **US\$194** **£128**
978-981-283-630-4(ebook) **US\$252**

**Introductory Offer
till Oct 31, 2012
US\$155 £102**

**THE NEW DYNAMICS OF GROWTH AND CHANGE IN
ASIA**edited by **Nick von Tunzelmann** *(SPRU, University of Sussex, UK),***Marc Bogdanowicz** *(IPTS, JRC, European Commission)* &**Annaflavia Bianchi** *(Faber Industria e futuro Foundation, Italy)*

This book provides a comprehensive look at the major new drivers of growth and change in Asian economies and their technologies, focusing on the most recent period since the late 1990s. The centerpiece is the rise of China and India to act as locomotives for growth in East Asia and South Asia respectively, but the impact on some of the other key countries - e.g. South Korea, Taiwan and Singapore - is also considered.

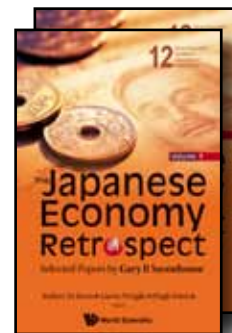
270pp (approx.) **Fall 2012**
978-981-279-156-6 **US\$93** **£64**
978-981-279-157-3(ebook) **US\$121**

World Scientific Studies in International Economics - Vol. 12

THE JAPANESE ECONOMY IN RETROSPECT**Selected Papers by Gary R Saxonhouse****(In 2 Volumes)**edited by **Robert M Stern** *(University of Michigan, USA),***Gavin Wright** *(Stanford University, USA)* &**Hugh Patrick** *(Columbia University, USA)*

Gary R Saxonhouse was one of the leading world scholars on Japanese economy. Volume I contains a selection of his published papers that have been instrumental in enhancing the understanding of Japan's modern economic history, focusing in particular on the Japanese cotton-spinning industry. Volume II features a selection of his published papers that look at how Japan's technology and innovation were key in promoting Japan's economic success; how its economy was shaped by its comparative advantage and related policies; and how its macro-financial policies were implemented in the course of its economic growth after World War II.

1144pp **Jul 2010**
978-981-4271-45-5 (Set) **US\$190** **£131**
978-981-4271-48-6(ebook) **US\$247**

**BIOMEDICAL ENGINEERING ENTREPRENEURSHIP**by **Jen-Shih Lee***(Global Monitors Inc., University of California,**San Diego and University of Virginia, USA)*

This book is written for undergraduate and graduate students in biomedical engineering wanting to learn how to pursue a career in building up their entrepreneur ventures. Practicing engineers wanting to apply their innovations for healthcare will also find this book useful.

In this publication, many examples of innovations in biomedical engineering are covered, from the conceptualization stage to successful implementation and commercialization.

316pp **May 2010**
978-981-4295-60-4 **US\$77** **£53**
978-981-4295-62-8(ebook) **US\$100**



BookShop
WorldSciBooks
www.worldscibooks.com

@ **Textbook Inspection**
sales@wspc.com

Highlights in Innovation, Technology and Knowledge Management

LOCATING THE INDUSTRIAL REVOLUTION

Inducement and Response

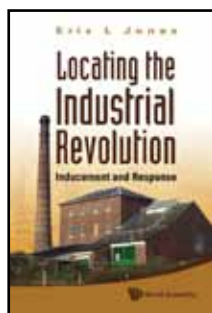
by **Eric L Jones**

(La Trobe University, Australia)

This book portrays the Industrial Revolution as deriving from economic competition within unique political arrangements.

Key Features:

- First book to integrate the experience of northern and southern England during the industrial revolution, explaining industrialisation through a common process of market integration and regional competition
- Incorporates politics and ideas in the analysis of economic change
- The only comprehensive economic history of southern England as it de-industrialised during the industrial revolution period



280pp **May 2010**
978-981-4295-25-3 **US\$68** **£45**
978-981-4295-26-0(ebook) **US\$88**

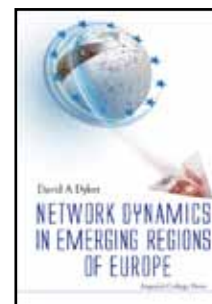
NETWORK DYNAMICS IN EMERGING REGIONS OF EUROPE

edited by **David A Dyker** (University of Sussex, UK)

This important book focuses on post-Lisbon Agenda issues of alignment and misalignment on different dimensions of European society and the European economy, including industrial systems, R&D systems, educational systems and job markets.

Key Features:

- Includes contributions by leading specialists on network alignment issues
- Bridges over from European to global perspectives
- Interdisciplinary, covering Economics, Sociology, Geography and Education
- Maintains a special focus on all the peripheral regions of Europe - not just the post-communist ones



416pp **Apr 2010**
978-1-84816-373-7 **US\$111** **£76**
978-1-84816-374-4(ebook) **US\$144**

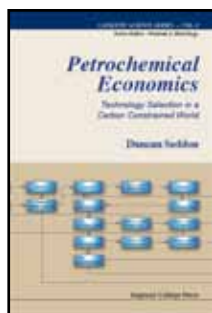
Catalytic Science Series - Vol. 8

PETROCHEMICAL ECONOMICS

Technology Selection in a Carbon Constrained World

by **Duncan Seddon** (Duncan Seddon & Associates Pty Ltd, Australia)

This compendium gives an overview of the technologies and economics in the production of olefins in the petrochemical industries. It highlights the options and costs for producing olefins using different technologies and different feedstocks at a time when the cost of carbon dioxide emissions are set to be included in the production cost. Industry professionals, engineers, research scientists and financiers will find this title a valuable resource.



268pp **May 2010**
978-1-84816-534-2 **US\$93** **£64**
978-1-84816-535-9(ebook) **US\$121**

:: Textbook

INFORMATION TECHNOLOGY INVESTMENT (2ND EDITION)

Decision-Making Methodology

by **Marc J Schniederjans**, **Jamie L Hamaker**

(University of Nebraska-Lincoln, USA) &

Ashlyn M Schniederjans (Harvard University, USA)

This textbook provides an up-to-date, in-depth understanding of the methodologies available to aid in this complex process of multi-criteria decision-making. Unique to this textbook are both financial investment models and more complex decision-making models from the field of management science so that readers can extend the analysis benefits to enhance and confirm their IT investment choices.

A complimentary copy of the 'Instructor's Manual and Test Bank' and the PowerPoint presentations of the text materials are available for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.



468pp **Mar 2010**
978-981-4282-56-7 **US\$120** **£79**

:: Handbook

HANDBOOK ON BUSINESS INFORMATION SYSTEMS

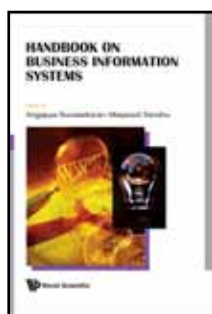
edited by **Angappa Gunasekaran**

(University of Massachusetts, USA) &

Maqsood Sandhu (United Arab Emirates University, UAE)

Key Features:

- One of the first comprehensive handbooks which combines business and information systems to capture and integrate operations, information technology, people and business
- Brings together interdisciplinary new knowledge from the health care industry and computer science for information systemization
- Explores for the first time, information and logistical management for operational optimization
- Includes the latest advances in health care information systems, business process information systems, industrial management systems and evaluation of business information systems



960pp **Apr 2010**
978-981-283-605-2 **US\$198** **£131**
978-981-283-606-9(ebook) **US\$257**

NOTABLE BACKLIST

BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT, THE Uday Karmarkar (University of California, Los Angeles, USA) et al.
CREATIVE MARKETING FOR NEW PRODUCT AND NEW BUSINESS DEVELOPMENT Akira Ishikawa (Aoyama Gakuin University, Japan) et al.
ENTERPRISE ARCHITECTURES AND DIGITAL ADMINISTRATION Ambrose Goikoetxea (Mondragon University, Euskadi)
FUZZY LOGIC FOR BUSINESS, FINANCE, AND MANAGEMENT (2nd Edition) George Bojadziev (Simon Fraser University, Canada) et al.
HANDBOOK OF INFORMATION TECHNOLOGY IN ORGANIZATIONS AND ELECTRONIC MARKETS Angel J Salazar (Manchester Metropolitan University Business School, UK) et al.
INNOVATION IN THE BIOPHARMACEUTICAL INDUSTRY Rifat A Atun (Imperial College London, UK) et al.
NEW TECHNOLOGIES IN GLOBAL SOCIETIES Pui-Lam Law (The Hong Kong Polytechnic University, China) et al.
SEEING THE INVISIBLE Thomas Quiggin (Nanyang Technological University, Singapore)
STAYING AHEAD OF THE COMPETITION Chris Hall (Macquarie Graduate School of Management, Australia) et al.

:: Bestseller

Management of Technology - Vol. 3
CREATING AND MANAGING A TECHNOLOGY ECONOMY
 edited by **Fredrick Betz** (*Nile University, Egypt*),
Tarek Khalil, Yasser Hosni (*IAMOT*)
 & **Hosam Eldeen Mostafa** (*Nile University, Egypt*)



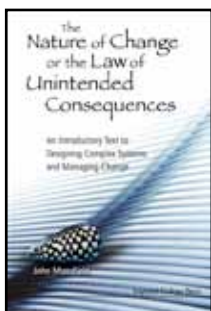
The International Association for Management of Technology (IAMOT) is one of the largest scientific associations dedicated to advance the education, research and application of management of technology. The annual IAMOT conference assembles the most prominent scientists and experts in the field. This volume is a collection of the best, high quality papers presented at the conference, covering topics and issues related to the knowledge economy, commercialization of knowledge, green technologies, and sustainable development.

432pp **Feb 2010**
978-981-4313-38-4 **US\$153** **£101**
978-981-4313-39-1(ebook) **US\$199**

THE NATURE OF CHANGE OR THE LAW OF UNINTENDED CONSEQUENCES
An Introductory Text to Designing Complex Systems and Managing Change

by **John Mansfield** (*University of South Australia, Australia*)

This absorbing book provides a broad introduction to the surprising nature of change, and explains how the Law of Unintended Consequences arises from the waves of change following one simple change. Change is a constant topic of discussion, whether be it on climate, politics, technology, or any of the many other changes in our lives. However, does anyone truly understand what change is?



The Nature of Change explains in detail the mechanism of change and will serve as an introduction to complex systems, or as complementary reading for systems engineering.

212pp **Mar 2010**
978-1-84816-540-3 **US\$58** **£38**
978-1-84816-541-0(ebook) **US\$75**

:: Handbook

HANDBOOK OF RESEARCH IN MASS CUSTOMIZATION AND PERSONALIZATION
(In 2 Volumes)

Volume 1: Strategies and Concepts
Volume 2: Applications and Cases
 edited by **Frank T Piller** (*RWTH Aachen University, Germany*) & **Mitchell M Tseng** (*The Hong Kong University of Science & Technology*)



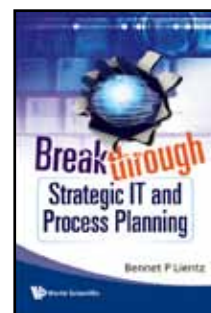
The research and practical experience collected in this book presents the latest thinking on how to make mass customization work. Edited by two leading authorities in the field of mass customization, both volumes of the book discuss, among many other themes, the latest research and insights on customization strategies, product design for mass customization, virtual models, co-design toolkits, customization value measurement, open source architecture, customization communities and MC supply chains.

1148pp **Dec 2009**
978-981-4280-25-9 (Set) **US\$380** **£285**
978-981-4280-28-0(ebook) **US\$494**

:: Bestseller

BREAKTHROUGH STRATEGIC IT AND PROCESS PLANNING

by **Bennet P Lientz** (*UCLA Anderson School of Management, USA*)



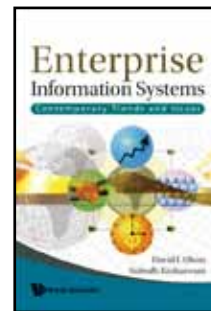
This book is the first publication that combines the principles of business process management with strategic IT planning; the result being a groundbreaking work on strategic IT and process planning. While *Breakthrough Strategic IT and Process Planning* focuses on the real world of organizations, extensive treatment is also devoted to the politics of strategic planning. As such, a project management approach that combines process improvement, IT, and change management is employed. Other important aspects of process planning are discussed in detail: the strategic allocation of resources, short and long term implementation of the strategic plan, marketing of the plan to gain support for implementation, and development of strategic IT and process plans for business units and departments.

540pp **Oct 2009**
978-981-4280-08-2 **US\$68** **£51**
978-981-4280-09-9(ebook) **US\$88**

:: Textbook

ENTERPRISE INFORMATION SYSTEMS
Contemporary Trends and Issues

by **David L Olson** (*University of Nebraska, USA*)
 & **Subodh Kesharwani** (*Indira Gandhi National Open University, India*)



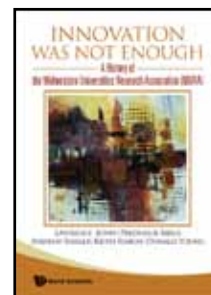
This book analyzes various aspects of enterprise information systems (EIS), including enterprise resource planning, customer relationship management, supply chain management systems, and business process reengineering. It describes the evolution and functions of these systems, focusing on issues related to their implementation and upgrading. Enhanced with pedagogical features, the book can be read by graduate and undergraduate students, as well as senior management and executives involved in the study and evaluation of EIS.

604pp **Oct 2009**
978-981-4273-15-2 **US\$125** **£83**

INNOVATION WAS NOT ENOUGH
A History of the Midwestern Universities Research Association (MURA)

by **Lawrence Jones** (*University of Michigan, USA*), **Frederick Mills** (*Fermi National Accelerator Laboratory, USA*), **Andrew Sessler** (*Lawrence Berkeley National Laboratory, USA*), **Keith Symon** (*University of Wisconsin-Madison, USA*) & **Donald Young** (*Fermi National Accelerator Laboratory, USA*)

This book presents a history of the Midwestern Universities Research Association (MURA) during its lifetime from the early 1950s to the late 1960s. A number of students were trained by MURA in accelerator techniques, and went on to important posts where they made further contributions to the field. The authors were all members of the MURA staff and themselves made many contributions to the field. No other such history exists, and there are relatively few publications devoted to the history of particle accelerators.



268pp **Oct 2009**
978-981-283-283-2 **US\$49** **£32**
978-981-283-284-9(ebook) **US\$64**

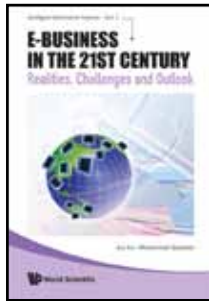
Intelligent Information Systems - Vol. 2

E-BUSINESS IN THE 21ST CENTURY Realities, Challenges and Outlook

by **Jun Xu** (Southern Cross University, Australia) &
Mohammed Quaddus (Curtin University of Technology, Australia)

Embarking on electronic business is a challenging task. There is also a lack of clear understanding and comprehensive analysis of various issues and domains of electronic business. This book offers a very comprehensive analysis of concepts, models and infrastructures of e-business. It also presents unique observations of current e-business practices for different organizations in different economies and provides insights on the future of current leading businesses on the net and the trends of e-business. The volume will be an effective and indispensable reference book for professionals who are interested in or dealing with e-business and businesses that are embarking on e-business.

464pp **Sep 2009**
978-981-283-674-8 **US\$64** **£48**
978-981-283-675-5(ebook) **US\$83**



ORGANIZING AROUND INTELLIGENCE (2ND EDITION)

The New Paradigm

by **Thow Yick Liang** (Singapore Management University)

Organizing Around Intelligence (2nd Edition) introduces a new mindset in leading, managing and structuring human organizations in the 21st Century. This paradigm shift is vital as humankind enters the intelligence era (the core of the knowledge economy). Focusing on nurturing highly intelligent human organizations (*iCAS*), the intelligent organization theory introduced in the book recounts the revelation and significance of intelligence management that concentrates on the human thinking systems and the orgmind. In addition to the basic concepts of CAS and the complex adaptive dynamics, several mind-stimulating concepts/models in the new perspective such as the integrated deliberate and emergent strategy, general information theory, 3C-OK interdependency framework, intelligent person model, paper dialogue and the intelligence leadership theory are also discussed.

348pp **Jul 2009**
978-981-4273-99-2 **US\$82** **£54**
978-981-4277-09-9(ebook) **US\$107**



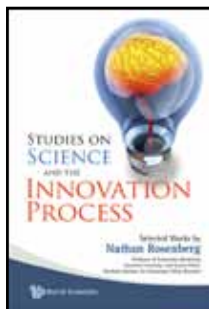
STUDIES ON SCIENCE AND THE INNOVATION PROCESS

Selected Works of Nathan Rosenberg

edited by **Nathan Rosenberg**
(Stanford University, USA)

Science and technology have become increasingly intertwined in the twentieth century. However, little attention has been paid to the forces that have brought about this condition. Indeed, many scholars have taken it simply for granted that causality always runs from science to technology. In this groundbreaking book, Rosenberg's research suggests that history and extensive empirical evidence lead to a reality that is far more complex as well as far more interesting.

428pp **Aug 2009**
978-981-4273-58-9 **US\$65** **£49**
978-981-4273-59-6(ebook) **US\$85**



SERVICE SCIENCE

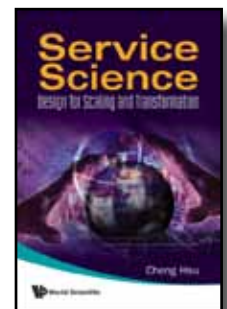
Design for Scaling and Transformation

by **Cheng Hsu**

(Rensselaer Polytechnic Institute, USA)

Service science is an emerging field, but many still consider it lacking in substance. This book aims to change the situation by addressing the following questions: What is the big story about service? What are the main research problems in service? What does "a connected world" mean? Does service require a different kind of design science? What will be the next waves of the Web? How to support universal value co-creation? How to unite Cyberspace with physical space? Is it feasible to connect information resources everywhere?

316pp **Feb 2009**
978-981-283-676-2 **US\$87** **£57**
978-981-283-677-9(ebook) **US\$113**



THE UCLA ANDERSON BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT

A Global Study of Business Practice

edited by **Uday Karmarkar** & **Vandana Mangal**
(University of California, Los Angeles, USA)

Most of the large economies in the world are already dominated by services. Developed countries are now also becoming information economies; the US is a case in point. The confluence of these trends means that information services are the largest part of the US and other developed economies, with others close behind.

The Business and Information Technologies (BIT) project at UCLA Anderson is a global effort to track and assess these changes through GNP studies, surveys of business practice, and studies of key industry sectors.

572pp **Aug 2009**
978-981-283-945-9 **US\$176** **£116**
978-981-283-946-6(ebook) **US\$229**



NOTABLE BACKLIST

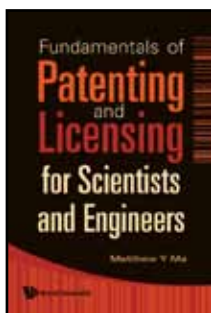
B2B INTEGRATION Gunjan Samtani (Information Technology Group UBS PaineWebber, USA)
DIAMONDS ARE FOREVER, COMPUTERS ARE NOT Shane Greenstein (Northwestern University, USA)
E-COMMERCE OPERATIONS MANAGEMENT Marc J Schniederjans (University of Nebraska-Lincoln, USA) et al.
ECONOMICS OF INFORMATION TECHNOLOGY AND THE MEDIA Linda Low (National University of Singapore)
ESSAYS IN TECHNOLOGY MANAGEMENT AND POLICY David J Teece (University of California, Berkeley)
FIRST SYSTEMS BOOK, A (2nd Edition) Margaret Myers (The American International University in London, UK) et al.
GENERAL SYSTEMS THEORY (2nd Edition) Lars Skjottner (University of Gavle, Sweden)
HUMAN SYSTEMS MANAGEMENT Milan Zeleny (Fordham University, USA)
INTRODUCTION TO SYSTEMS SCIENCE, AN John N Warfield (Professor Emeritus, George Mason University, USA)

BESTSELLING TITLES

FUNDAMENTALS OF PATENTING AND LICENSING FOR SCIENTISTS AND ENGINEERSby **Matthew Y Ma** (*Scientific Works, USA*)

"This is an excellent and useful book meant to help both the beginners and experts, written in an easy-to-read style starting from the basics and going into technical depths. The author gives many practical tips based on his extensive experience in patenting and in working in R&D."

**Prabir Bhattacharya, PhD, IEEE Fellow;
Professor and Canada Research Chair
Concordia University, Montreal, Canada**



This book is the first of its kind to teach scientists and engineers how to go beyond simply getting a patent granted. Through the author's extensive scientific background and experience, it provides common pitfalls and tips on how an inventor should assist in all phases of patent filing, prosecution and licensing.

292pp	Mar 2009	
978-981-283-420-1	US\$68	£51
978-981-283-431-7(ebook)	US\$88	

TECHNOLOGICAL KNOW-HOW, ORGANIZATIONAL CAPABILITIES, AND STRATEGIC MANAGEMENT Business Strategy and Enterprise Development in Competitive Environmentsby **David J Teece**(*University of California, Berkeley, USA*)

This book explores factors which impact the viability and growth of business enterprises. In particular, the role of entrepreneurship, organizational learning, and business strategy - including licensing strategy - are considered in some detail. It presents fundamental thinking about business organization and provides the conceptual framework that scholars need to understand complex business organization, managerial processes, and competitive strategy.

328pp	Sep 2008	
978-981-256-850-2	US\$121	£80
978-981-283-447-8(ebook)	US\$157	

**THE TRANSFER AND LICENSING OF KNOW-HOW AND INTELLECTUAL PROPERTY****Understanding the Multinational Enterprise in the Modern World**by **David J Teece**(*University of California, Berkeley*)

The international transfer of technology is one of the most important features of the global economy. However, the literature on it is sparse. This book encapsulates the author's contributions to this

field over the last three decades and provides insights into the manner, mechanisms, and cost of technology transfer across national boundaries and the implications for (the theory of) the international firm.

488pp	Sep 2008	
978-981-256-849-6	US\$208	£137
978-981-283-318-1(ebook)	US\$270	

STRATEGIC TECHNOLOGY MANAGEMENT (2ND EDITION)**Building Bridges between Sciences, Engineering and Business Management**

edited by **George Tesar** (*Umeå University, Sweden*), **Steven W Anderson** (*University of Wisconsin-Whitewater, USA*), **Sibdas Ghosh** (*Dominican University of California, USA*) & **Tom Bramorski** (*University of Wisconsin-Whitewater, USA*)

Review of the First Edition

"There is no doubting the quality and value represented by the cases ... the cases provide a rich basis from which to design teaching material."

Journal of Product Innovation Management

Contents: Managing the Creative Process in a Cross-Functional Global Environment; Product Concept Development in a Competitive Market Place; Business Analysis and Market Potential; Getting a Product from the Laboratory to the Market; Commercialization of New Technology.

472pp	Jun 2008	
978-1-86094-874-9	US\$110	£72
978-1-86094-926-5(pbk)	US\$78	£51
978-1-86094-875-6(ebook)	US\$143	

KNOWLEDGE MANAGEMENT AND RISK STRATEGIES

by **Akira Ishikawa** (*Emeritus Professor, Aoyama Gakuin University, Japan*) & **Isamu Naka** (*Finance & IT Consultant, Hitachi, Japan*)

This book deals with knowledge management with an emphasis on knowledge risk, i.e., a general trend of knowledge value getting shorter and becoming temporary. The shortening of knowledge value lifespan will have a profound impact on companies' employment policies, and employees' strategies for gaining knowledge.

How to manage knowledge selection, including personnel management, will be the key to survival for companies, when corporate competency shifts from stable business contacts to the quality of their offers, and when the value of knowledge, which is the foundation of products and services, is becoming more and more short-lived.

140pp	Jan 2007	
978-981-256-890-8	US\$70	£46
978-981-270-672-0(ebook)	US\$91	

**DESIGN-INSPIRED INNOVATION**

by **James Utterback** (*Massachusetts Institute of Technology, USA*), **Bengt-Arne Vedin** (*Mälardalen University, Sweden*), **Eduardo Alvarez** (*VIGIX, Inc.*), **Sten Ekman** (*Mälardalen University, Sweden*), **Susan Walsh Sanderson** (*Rensselaer Polytechnic Institute, USA*), **Bruce Tether** (*University of Manchester, UK*) & **Roberto Verganti** (*Politecnico di Milano, Italy*)

"This book is a must-read, and should be kept close by for any designer. It will also make an outstanding textbook sure to inspire lively discussion."

Professor A Cooper, University of Pittsburgh, USA

This book takes a unique look at the intersection between design and innovation, and explores the novel ways in which designers are contributing to the development of products and services.

280pp	Dec 2006	
978-981-256-694-2	US\$93	£61
978-981-256-695-9(pbk)	US\$42	£28
978-981-277-408-8(ebook)	US\$121	

JOURNALS

For an institutional trial to any of these journals, please email trial@wspc.com

International Journal of Innovation Management (IJIM)

www.worldscinet.com/ijim

Managing Editor

Joe Tidd (SPRU, The University of Sussex, UK)

Selected Articles

- Why 'Open Innovation' is Old Wine in New Bottles (Paul Trott et al.)
- Impact of Initial Conditions on New Venture Success: A Longitudinal Study of New Technology-Based Firms (Jian Gao et al.)
- A Contingent Perspective of Open Innovation in New Product Development Projects (Hanna Bahemia et al.)
- Wearing Different Hats: How Absorptive Capacity Differs in Open Innovation (Lance Newey)
- The Relationship between an Innovation Orientation and Competitive Strategy (C. Brooke Dobni)
- Blue Ocean or Fast-Second Innovation? A Four-Breakthrough Model to Explain Successful Market Domination (Bernard Buisson et al.)



Journal of Information & Knowledge Management (JIKM)

www.worldscinet.com/jikm

Editor-in-Chief

Suliman Hawamdeh (University of North Texas, USA)

Selected Articles

- The Dynamics of Collaborative Tagging: An Analysis of Tag Vocabulary Application in Knowledge Representation, Discovery and Retrieval (Joyline Makani & Louise Spiteri)
- A Model of Organisational Knowledge Management Maturity Based on People, Process, and Technology (L G Pee & A. Kankanhalli)
- Cultural Perspectives on Knowledge Management in Central and Eastern Europe: The SECI Model of Knowledge Conversion and 'Ba' (Matthew Jelavic & Kristie Ogilvie)



International Journal of Innovation and Technology Management (IJITM)

www.worldscinet.com/ijitm

Editor-in-Chief

Tugrul U. Daim (Portland State University, USA)

Selected Articles

- Building Innovation Capabilities: An Inquiry into the Dynamic Growth Process of University Spin-Outs in China (Y. Zhou et al.)
- The Application of Real Options Theory in Defense R&D Projects: An Eight-Fold Sequential Compound Option Model (Won-Joon Jang et al.)
- The Impact of Market Orientation on Customer Knowledge Development and NPD Success (Tsun-jin Chang et al.)
- Empirical Investigations into Firm Technology Orientation and Entrepreneurial Orientation (Boris Urban et al.)
- The Evolution of Spin-Off Ventures: An Integrated Model (Sven H. De Cleyn et al.)



Systems Research Forum (SRF)

<http://www.worldscinet.com/srf/srf.shtml>

Founding Editor and Editor-in-chief from 2006 to date:

Brian Sauser (Stevens Institute of Technology, USA)

Selected Articles

- Gradient Coordination Technique for Controlling Hierarchical and Network Systems (Alexander Fridman et al.)
- Growing the House of Quality (Pavel Fomin et al.)
- Modeling and Analysis of Component-Based Software Systems: A Graph Theoretic Systems Approach (Nitin Upadhyay et al.)
- Case Study: Supporting the System Architect: Model-Assisted Communication (Even Engebakken et al.)



International Journal of Information Technology & Decision Making (IJITDM)

www.worldscinet.com/ijitdm



Editor-in-Chief

Yong Shi (University of Nebraska at Omaha & Chinese Academy of Sciences)

Selected Articles

- Manipulation and Equilibrium around Seasoned Equity Offerings (Yan Han et al.)
- An Intelligent Decision Support Based on a Subtractive Clustering and Fuzzy Inference System for Multiobjective Optimization Problem in Serious Game (G. P. Asto Buditjahjanto et al.)
- An Optimization Model for Reuse Scenario Selection Considering Reliability and Cost in Software Product Line Development (Zhiqiao Wu et al.)
- The Fuzzy Evaluation of the ICT Projects In Strategic Environment (Case Study: Iran Telecommunication Research Center) (Mehdi Fasanghari et al.)



For orders or enquiries, please contact:

World Scientific Publishing Co. Inc.

27 Warren Street, Suite 401-402, Hackensack, NJ 07601, USA
Toll-free fax: 1 888 977 2665 Toll-free: 1 800 227 7562
Email: sales@wspc.com

World Scientific Publishing (UK) Ltd.

c/o Marston Book Services, P O Box 269,
Abingdon, Oxon OX14 4YN, UK
Fax: 44 (0) 123 546 5555 Tel: 44 (0) 123 546 5500
Email: direct.orders@marston.co.uk

World Scientific Publishing Co. Pte. Ltd.

Farrer Road, P O Box 128, SINGAPORE 912805
Fax: 65 6467 7667 Tel: 65 6466 5775
Email: sales@wspc.com.sg

* Prices subject to change without prior notice