

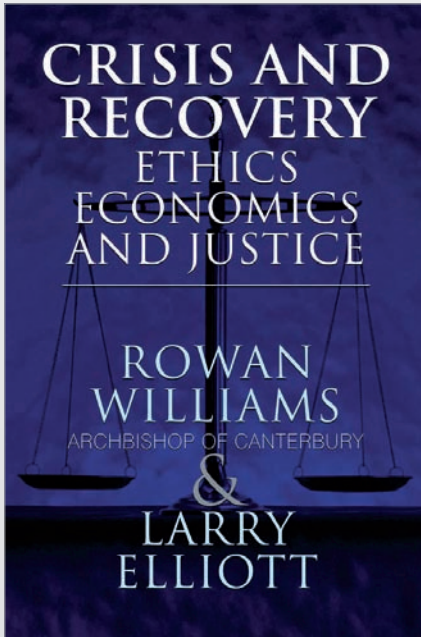
palgrave  
macmillan

# Professional Business and Management

Helping you navigate the road to recovery

*September-December 2010*





---

## CRISIS AND RECOVERY

---

### Ethics, Economics and Justice

Rowan Williams, Archbishop of Canterbury; Larry Elliott

**Featuring contributions from:**

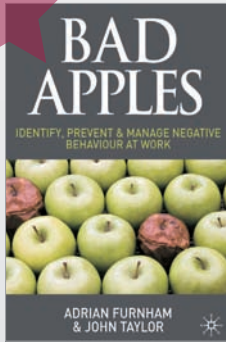
- ◆ Lord Robert Skidelsky, Emeritus Professor of Political Economy, University of Warwick
- ◆ Jon Cruddas, MP for Dagenham & Rainham
- ◆ Jonathan Rutherford, Editor, Soundings journal
- ◆ Phillip Blond, ResPublica
- ◆ Adam Lent, Head, Economic and Social Affairs Department, TUC
- ◆ John Reynolds, Church of England Ethical Investment Advisory Group
- ◆ Andrew Whittaker, FSA
- ◆ Zac Goldsmith, MP for Richmond Park
- ◆ Will Hutton, Executive Vice Chair, The Work Foundation

**'The future of humankind in an interconnected and globalized world will be based on the notion of togetherness. This notion is at the base of any recovery and this book provides the principles for how this can be achieved.'** - Klaus Schwab, Founder and Executive Chairman, World Economic Forum

**'An excellent, very readable book for the layman that is immensely interesting and encouraging for anyone who has a nagging sense that the current economic crisis might also be a profound opportunity for change – and the possibility of a fairer, more equal and eventually, longer-lasting planet.'** - Richard Curtis, writer, director, and co-founder of Comic Relief

**'Two of the most powerful forces in our world are religion and money. This book brings them together in ways that are both well-informed and ethically and politically sensitive. The result will be of interest to any religious or secular citizen concerned about the wise shaping of twenty-first century society.'** - David F. Ford, Regius Professor of Divinity, University of Cambridge, and Director of the Cambridge Inter-Faith Programme

During the ongoing global financial crisis, a lack of moral and ethical leadership in society has been exposed. The Most Reverend Rowan Williams, Archbishop of Canterbury and Larry Elliott, the *Guardian*, bring together their thoughts on the issues of ethics and morality in business, with contributions from leading business figures.



## BAD APPLES

Identify, Prevent and Manage Negative Behaviour at Work

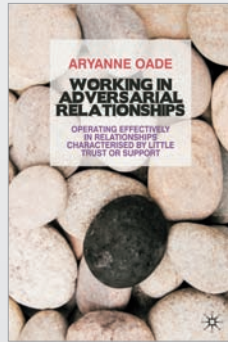
Adrian Furnham; John Taylor

In a difficult economic climate it is more important than ever to manage bad behaviour in the workplace and minimize the damage negative and destructive employees can have on an organization. This book looks at the problems companies can face but also shows how to resolve these issues and work towards a positive outcome.

**ADRIAN FURNHAM** is Professor of Psychology at University College, London, UK. He is the author of over 600 journal articles and more than 40 books, including successful, popular management books.

**JOHN TAYLOR** works as an independent consultant with international companies and government organizations in Europe, the US, Africa and Asia. He specializes in developing behaviours leading to loyalty and training trainers and managers to achieve maximum commitment amongst their staff.

256pp - 234x156mm - Hardback - 9780230584747 - December 2010 - £26.00



## WORKING IN ADVERSARIAL RELATIONSHIPS

Operating Effectively in Relationships Characterized by Little Trust or Support

Aryanne Oade

A highly practical and insightful book; it will help you to perform more effectively in a workplace which requires you to function effectively in predominantly adversarial relationships. Whether you work for a small, medium or large organization this book will enable you to get things done effectively in prevalingly oppositional relationships.

**ARYANNE OADE** has worked as a Chartered Psychologist since 1991. She has appeared on C4 speaking about customer complaints handling; has given an address on 'Creativity in Business' at the British Association for the Advancement of Science and has appeared on Radio 4 speaking on the same topic. Aryanne regularly coaches senior-level clients on the complex interpersonal issues surrounding handling adversarial, political and challenging colleagues.

224pp - 234x156mm - Hardback - 9780230238435 - November 2010 - £26.00



## WHEN MANAGERS REBEL

David Courpasson; Jean-Claude Thoenig

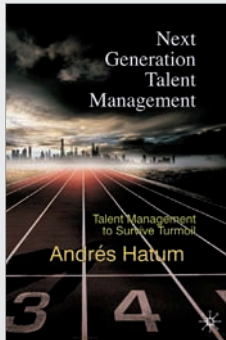
'The book provides food for thought for senior management who dream of empowering (and of ensnaring) their most able young executives' - *Les Échos*

This book argues how important it is to employee and manager rebellions seriously. The authors demonstrate that when middle managers rebel, they aren't just letting off steam, and that their acts of creative protest can even produce benefits for their companies. Rebellion can pay off!

**DAVID COURPASSON** is a Professor at EM-Lyon Business School, France and the Editor in Chief of *Organization Studies*.

**JEAN-CLAUDE THOENIG** formerly Professor at INSEAD; currently, Director Emeritus of Research at the Dauphine Recherches en Management lab at Université Paris-Dauphine, France.

200pp - 234x156mm - Hardback - 9780230277861 - September 2010 - £26.00




---

## NEXT GENERATION TALENT MANAGEMENT

---

Talent Management to  
Survive Turmoil

Andrés Hatum

In the past talent was largely an issue for Human Resources personnel. Now, in an era characterized by workforce heterogeneity and changing environments, talent is an important issue for managers themselves. This book explains the organizational transformations that have occurred and the new talent challenges managers have to confront.

**ANDRÉS HATUM** is Associate Professor at IAE Business School, Universidad Austral, Argentina, specializing in organizational flexibility and talent management. He has published papers and book chapters in the British Journal of Management, Family Business Review and Journal of Change Management among others.

---

176pp - 234x156mm – Hardback  
- 9780230279292 - October 2010 -  
£26.00

---




---

## GLOBAL COSMOPOLITANS

---

The Creative  
Edge of Difference

Linda Brimm

As globalization creates the need for leaders who transcend national borders, this book provides an insider's view of what makes them special. This is the first book to present a framework for understanding this fast-growing and influential group and it provides tools for readers to discover their own inner competitive edge.

**LINDA BRIMM** is a Professor Emeritus of Organizational Behavior at INSEAD, teaching both in the MBA and executive programs. Along with her teaching responsibilities, Dr. Brimm created and runs the psychological service for the MBA program at INSEAD..

---

272pp - 234x156mm – Hardback -  
9780230230781 – September 2010  
- £26.00

---

**\*Part of the INSEAD Business  
Press series.**




---

## CUSTOMER EXPERIENCE

---

Future Trends and Insights

Colin Shaw; Qaalfa  
Dibeehi; Steven Walden

The quality of customer experience has become more important in recent times as businesses struggle to differentiate themselves. But what are the emerging trends that businesses should focus on today? The authors explore the growing trends that progressive businesses need to understand to give themselves a competitive advantage.

**COLIN SHAW** is the Founding Partner of Beyond Philosophy and guru of Customer Experience Management.

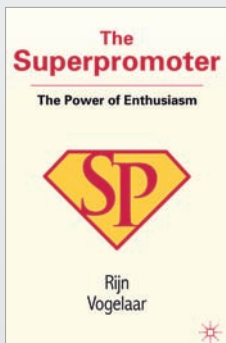
**QAALFA DIBEEHI** is Chief Operating and Consulting Officer with Beyond Philosophy.

**STEVEN WALDEN** is Beyond Philosophy's Senior Head of Research and Consulting.

---

224pp - 234x156mm - Hardback -  
9780230247819 – September 2010  
- £26.00

---



---

## THE SUPERPROMOTER

---

The Power of Enthusiasm  
Rijn Vogelaar

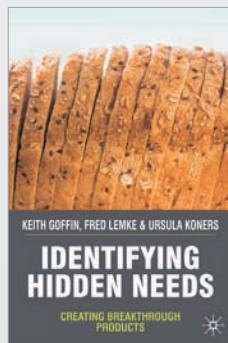
With their word-of-mouth advocacy of products or brands, superpromoters influence us and how we buy with the power of enthusiasm. Business managers should not just focus on complaining customers but they should value their enthusiastic friends: the superpromoters. By cultivating the superpromoter they can more effectively promote their brand.

**RIJN VOGELAAR** is CEO of Blauw Research. His academic background includes degrees in social psychology and psychological methodology from Amsterdam (University of Amsterdam) and Leeds. He has published in the Journal of Social Psychology and he has over 15 years of experience in market research and customer relations.

---

208pp - 234x156mm - Hardback  
- 9780230285095 - December 2010  
- £26.00

---



---

## IDENTIFYING HIDDEN NEEDS

---

Creating Breakthrough Products  
Keith Goffin; Fred Lemke;  
Ursula Koners

New products which are hard to differentiate from existing products won't capture the customer's imagination. Companies need to take a radical approach to identifying customers' real needs, and this book demonstrates innovative ways to achieve this.

**KEITH GOFFIN** BSc, MSc, PhD is Professor of Innovation and New Product Development, Cranfield School of Management. He has published two books, eleven reports and over eighty articles in a number of journals and magazines.

**FRED LEMKE** BCom (Hons), MBA, PhD is Assistant Professor of Marketing, Alliant International University, USA and founder of Hidden Needs Business Consulting.

**URSULA KONERS** BA (Hons), Diplom-Betriebswirt (FH), PhD is Visiting Research Fellow at the Cranfield School of Management, UK, and Senior Manager at S. Siedle & Söhne OHG in Furtwangen, Germany.

---

288pp - 234x156mm - Hardback  
- 9780230219762 - October 2010 -  
£26.00

---



---

## BRAND CHAMPIONS

---

How Superheroes bring Brands to Life  
Ian P. Buckingham

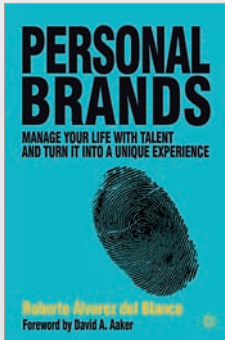
A case-study based guide which showcases the individuals within organizations who nurture and sustain brands and bring them to life through their everyday performance. Critical enough to remain credible yet overwhelmingly positive, it is a charismatic illustration of how to achieve true brand engagement.

**IAN P. BUCKINGHAM** is a leading author in the field of Branding and Marketing. He began his career in the Financial Services and has since held positions in Consultancy positions in various companies developing Organization Development Strategies and Management Development programmes.

---

224pp - 234x156mm - Hardback -  
9780230220324 - December 2010  
- £26.00

---



---

## PERSONAL BRANDS

---

Manage Your Life with Talent and Turn it into a Unique Experience

Roberto Álvarez del Blanco

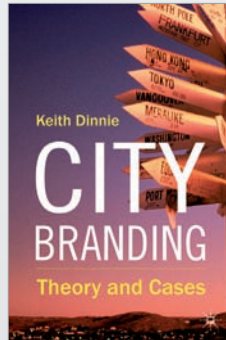
The personal brand, like commercial brands, can become a means of affirming identity, highlighting ability and establishing reputation. Successful, stand-out people build their personal brand and make it count in their professional and personal lives. This book shows how to build and manage your personal brand.

**ROBERTO ÁLVAREZ DEL BLANCO** is Associate Professor in Marketing at Instituto de Empresa, Spain and Visiting professor at the Haas School of Business, University of California at Berkeley, USA since 1993. He works as a consultant for brands in national and multinational companies and public institutions.

---

240pp - 234x156mm - Hardback  
- 9780230252639 - October 2010 -  
£26.00

---



---

## CITY BRANDING

---

Theory and Cases

Keith Dinnie

The practice of city branding is being adopted by increasing numbers of city authorities around the world and it is having a direct impact on public and private sector practice. The author captures this emerging phenomenon in a way that blends a solid theoretical and conceptual underpinning together with relevant real life cases.

**DR KEITH DINNIE** has lectured and consulted widely in the UK, Europe and Asia. He has taught on the Strathclyde International MBA, a world-class programme offered by one of the few business schools in the world to hold triple accreditation from AMBA, EQUIS, and AACSB.

---

256pp - 234x156mm - Hardback -  
9780230241855 - November 2010 -  
£26.00

---



---

## INTERNATIONAL PLACE BRANDING YEARBOOK 2010

---

Place Branding in the New Age of Innovation

Frank Go; Robert Govers

'This is a valuable and wide-ranging volume which will be of great interest to practitioners and scholars of place branding alike.' - Nicholas J. Cull, Professor of Public Diplomacy, University of Southern California.

This book examines the case for applying brand and marketing strategies to the economic, social, political and cultural development of places to help them compete in the global, national and local markets.

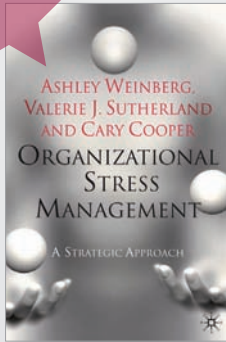
**FRANK GO** is Professor and Director of the Centre for Tourism Management at the Rotterdam School of Management (RSM), Erasmus University, The Netherlands.

**ROBERT GOVERS** is currently serving as Adjunct Associate Professor, holding the Visit Flanders Chair in Tourism Management of the Consortium University of Leuven, Belgium.

---

256pp - 234x156mm - Hardback  
- 9780230279544 - October 2010 -  
£30.00

---



---

## ORGANIZATIONAL STRESS MANAGEMENT

---

### A Strategic Approach

Ashley Weinberg; Valerie J. Sutherland; Cary Cooper

Reviews for *Strategic Stress Management*:

'This book not only examines what stress is, but underlines some of the ways it can be combated and prevented. An insightful evaluation, which is of great use in today's stressful working environment, it will strike a cord with everyone.' - Business Age

**ASHLEY WEINBERG** is an Occupational Psychologist with 20 years' experience consulting, researching, teaching and devising courses on the topics of stress and mental health in the workplace, as well as business psychology.

**VALERIE SUTHERLAND** is a Chartered Occupational Psychologist, currently working as an independent Consultant in Alberta, Canada.

**CARY COOPER** is Distinguished Professor of Organizational Psychology and Health and Pro Vice Chancellor at Lancaster University, UK.

---

312pp 234x156mm - Hardback - 9780230203921- October 2010 £26.00

---



---

## MORE WITH LESS

---

Maximizing Value in the Public Sector

Bernard Marr; James Creelman

Public sector organizations are about to enter one of the most challenging environments they have ever had to face as they bear much of the cost of the credit crunch. This timely book shows public sector leaders what they need to understand in order to be able to cope with these challenges.

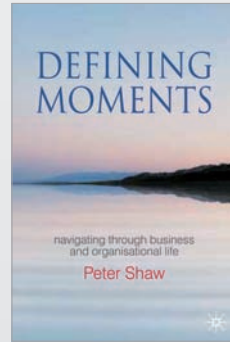
**BERNARD MARR** is a leading global expert and best-selling author on organizational performance. He is acknowledged by the CEO Journal as one of today's leading business brains.

**JAMES CREELMAN** is a Fellow at the Advanced Performance Institute (API). He is a recognized global authority on Balanced Scorecard and Enterprise Performance Management (EPM).

---

224pp - 234x156mm - Hardback - 9780230283565 - November 2010 - £26.00

---



---

## DEFINING MOMENTS

---

Navigating through Business and Organizational Life

Peter Shaw

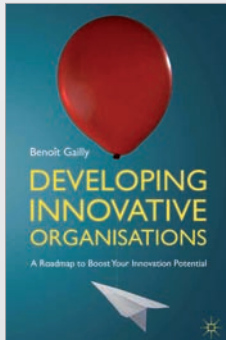
Our lives are full of defining moments, but do we recognize them? We often fail to appreciate the significance of these moments. At work the pressure can be relentless and we can fail to enjoy these moments. The author shows how to recognize and appreciate these moments, which in turn helps us to better cope during more difficult times.

**PETER SHAW** is a Partner of Praesta Partners which specialises in executive coaching at senior levels. His coaching clients include senior people in the public, private and voluntary sectors including Permanent Secretaries, High Court Judges, Bishops, UK Ambassadors and Chief Executives.

---

200pp - 234x156mm - Hardback - 9780230577206 - October 2010 - £26.00

---



---

## DEVELOPING INNOVATIVE ORGANIZATIONS

---

A Roadmap to Boost your Innovation Potential

Benoît Gailly

Combining insights from leading academic research and experienced managers, this book provides a systematic framework to understand what innovation is, why it matters, how it can be managed and how it can help your organization to reach its objectives.

**BENOÎT GAILLY** is Professor in Innovation Management and Strategy at the Centre of Research in Entrepreneurial Change and Innovative Strategies (CRECIS) of the Louvain School of Management. During the last 15 years he has been working as board member, adviser, facilitator and expert regarding the development of innovation management capabilities for start-ups, international corporations and policy makers.

---

224pp - 234x156mm – Hardback -  
9780230289420 – December 2010  
- £26.00

---



---

## THE FUTURE OF LEADERSHIP DEVELOPMENT

---

Corporate Needs and the Role of Business Schools

Jordi Canals

The current financial crisis highlights the need to rethink business leadership and the role of business schools in helping firms develop the leaders of the future. This book brings together the perspectives of deans of top international business schools, and the views of CEOs and senior business leaders.

**JORDI CANALS** is the Dean and Professor of General Management at IESE Business School, University of Navarra, Spain. His areas of expertise include corporate strategy and corporate governance.

---

304pp - 234x156mm – Hardback -  
9780230279285 – November 2010  
- £26.00

---

**\*Part of the forthcoming IESE Business Collection series.**



---

## GLOBAL ACTION NETWORKS

---

Creating Our Future Together

Steve Waddell

The world's governments are overwhelmed with climate change, war and unrest, the global financial crisis and poverty but there is a promising invention in Global Action Networks (GANs). GANs mobilize resources, bridge divides and promote the long-term deep change and innovation work that is needed to address the global challenges.

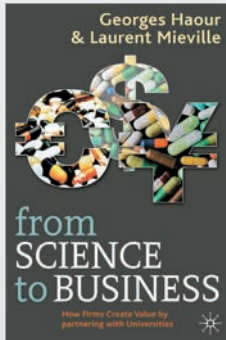
**STEVE WADDELL** educator, consultant, researcher, and network founder. He has over 20 years' experience developing inter-organizational networks and Global Action Networks. He has worked on network development at the local, regional, and global levels.

---

256pp - 234x156mm – Hardback –  
9780230285484 – December 2010  
- £26.00

---

**\*Part of the forthcoming Bocconi on Management series.**



---

## FROM SCIENCE TO BUSINESS

---

How Firms Create Value by Partnering with Universities

Georges Haour; Laurent Mieville

In today's knowledge-based society universities and firms must learn to engage more effectively. Universities focus on generating new knowledge, while firms are increasingly drawing on external collaborations to add value to their offerings. This book shows managers how to work with universities to boost their competitive position and revenue.

**DR GEORGES HAOUR** is Professor of Technology & Innovation Management. He also acts as an adviser to firms and organizations in his area of value-creation through effective management of the innovation process, as well as commercialization of technology.

**LAURENT MIEVILLE** is Director of Unitec, the Technology Transfer Office at the University of Geneva, Switzerland.

---

240pp - 234x156mm - Hardback - 9780230236516 - October 2010 - £26.00

---



---

## GREEN GROWTH, GREEN PROFIT

---

How Green Transformation Boosts Business

Roland Berger Strategy Consultants GmbH

Green business is here. It is a multi billion pound business with enormous growth potential, driven by megatrends such as demographic change, climate change and urbanization. It is driving the transformation of existing businesses and changing the way customers and suppliers act, forcing them to rethink their business strategy.

**ROLAND BERGER STRATEGY CONSULTANTS**, founded in 1967, is one of the world's leading strategy consultancies. Roland Berger Strategy Consultants recruits, develops and retains the most outstanding analytical and creative minds, fostering their development in a way that enhances their value to our clients, to themselves and to the firm.

---

300pp - 234x156mm - Hardback - 9780230285439 - December 2010 - £26.00

---

*\*Part of the International Management Knowledge series.*



---

## CHINA'S MANAGEMENT REVOLUTION

---

The New Business Leadership Model

Charles-Edouard Bouée

As one of the world's largest economies China is facing many unique management challenges in the wake of the financial crisis. The future presents many opportunities for growth and commerce but new management skills must be developed to cope with these issues.

**CHARLES-EDOUARD BOUÉE** is President of Roland Berger Strategy Consultants, Asia, has been a member of the firm's Global Executive Committee since July 2010, and is Chairman of the French, Belgian and North Africa offices. He joined the firm as Senior Partner in the Paris Office, where he headed the Financial Services and Utility & Energy Competence Centers, and the firm's private equity activities.

---

208pp - 234x156mm - Hardback - 9780230285453 - December 2010 - £26.00

---

*\*Part of the International Management Knowledge series.*



---

## THE OUTSOURCING ENTERPRISE

---

From Cost Management  
to Collaborative  
Innovation

Leslie P. Willcocks; Sara  
Cullen; Andrew Craig

Evidence shows that organizations with both a CEO and a team involved in sourcing strategy and supplier configuration make more effective decisions. Here the authors look at how companies can improve their outsourcing capabilities.

**LESLIE WILLCOCKS** is Professor of Technology, Work and Globalization at the London School of Economics and Political Science, UK.

**SARA CULLEN** is the Managing Director of The Cullen Group and a former National Partner at Deloitte (Australia).

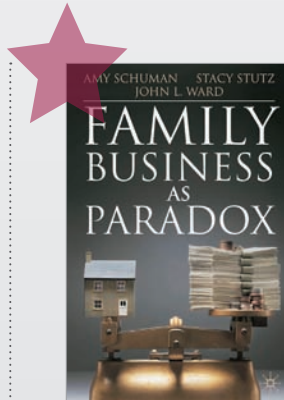
**ANDREW S. CRAIG** heads the IT Leadership and Governance team of Craig Ltd and is also a Director of Board Coaching Ltd.

---

320pp - 234x156mm – Hardback  
- 9780230231917 – October 2010 -  
£30.00

---

\*Part of the *Technology, Work  
and Globalization series*



---

## FAMILY BUSINESS AS PARADOX

---

John L. Ward; Amy  
Schuman; Stacy Stutz

Rather than having to choose between the family and the business, the authors argue that if family-owned businesses can consciously manage and over time, perhaps, synthesize these contradictions, the Family Enterprise will have a long-term strategic and competitive advantage.

**JOHN L. WARD** is the Wild Group Professor of Family Business at IMD, Clinical Professor and Director of the Kellogg School Center of Family Enterprises, Northwestern University.

**AMY SCHUMAN** is a Principal with the Family Business Consulting group, working with family businesses to create conditions that support successful continuity across the generations.

**STACY STUTZ** is a Chicago-based independent consultant with nearly twenty years of diverse experience in consulting and management.

---

224pp - 234x156mm – Hardback  
- 9780230243606 – October 2010 -  
£26.00

---



---

## WHEN FAMILY BUSINESSES ARE BEST

---

The Parallel Planning  
Process for Family  
Harmony and Business  
Success

Randel S. Carlock; John L.  
Ward

Reviews for *Strategic Planning for  
the Family Business*:

'The Carlock and Ward book is a must for everybody working in and with family businesses.' - Joachim Schwass, Professor of Family Business, IMD, Switzerland

The authors explore how effective planning and communication helps business families around the world address growth challenges.

**DR. RANDEL S. CARLOCK** is the first Berghmans Lhoist Chaired Professor in Entrepreneurial Leadership.

**JOHN L. WARD** is the Wild Group Professor of Family Business at IMD, Clinical Professor and Director of the Kellogg School Center of Family Enterprises, Northwestern University.

---

272pp - 234x156mm – Hardback  
- 9780230222625 – October 2010 -  
£26.00

---



## Palgrave Connect: Business & Management Collections

Palgrave Connect offers institutions a flexible approach to building an ebook collection in the Humanities, the Social Sciences and Business. With over 4500 ebooks available in collections organized by year of publication and by discipline, Palgrave Connect brings together our rich backlist and new titles to offer libraries exceptional range and quality of research in digital format.

Palgrave Connect's Business & Management Collections offer access to over 450 scholarly ebooks. With nine Collections available from 2000–2010, lecturers, researchers and students benefit from instant access to a broad range of quality scholarship from key names in the field.

---

### BENEFITS FOR YOUR LIBRARY

**A wider range of content** – significantly broader access to quality scholarship from Palgrave Macmillan

**High visibility** – Palgrave Connect ebooks can be fully integrated into your library catalogue

**Simultaneous DRM-free access** - simultaneous DRM-free access is available for unlimited users via IP recognition, secure URL and password, or Athens

**Perpetual rights** to all purchased content

---

### BENEFITS FOR YOUR LIBRARY COMMUNITY

**Remote access** - Palgrave Connect's ebook content is available to members of subscribing institutions outside library opening hours, on the move, at home or at their desk

**Powerful search and browse capabilities** - The Palgrave Connect platform offers a wide range of search options including full-text, keyword, title, author, ISBN, publication date and subject area

To learn more about Palgrave Connect please visit [www.palgraveconnect.com](http://www.palgraveconnect.com) and view our short guided demonstration.

# palgrave macmillan

## Keep up-to-date with Business, Finance & Management

*Business Economics*  
*Corporate Reputation Review*  
*Journal of Brand Management*  
*International Journal of Disclosure and Governance*  
*Journal of International Business Studies*  
*Asian Business & Management*

[www.palgrave-journals.com](http://www.palgrave-journals.com)

For further details and to request information  
about site license online access, please contact:

**Palgrave Macmillan Journals**  
Houndmills, Basingstoke, Hants RG21 6XS, UK  
Email: [journals-info@palgrave.com](mailto:journals-info@palgrave.com)

**In North America:**  
Palgrave Macmillan Journals Subscriptions  
175 Fifth Avenue, New York, NY 10010, USA



## HOW TO ORDER

- ▶ **Online:** [www.palgrave.com](http://www.palgrave.com)
- ▶ **Tel:** +44 (0) 1256 302866
- ▶ **Fax:** +44(0) 1256 330688
- ▶ **Email:** [orders@palgrave.com](mailto:orders@palgrave.com)
- ▶ **Post:** Palgrave Macmillan Limited,  
Houndmills, Basingstoke, Hampshire,  
RG21 6XS, UK
- ▶ **Or from all good bookshops**

## PRESS ENQUIRIES OR REVIEW COPIES

Email: [reviews@palgrave.com](mailto:reviews@palgrave.com)

## FOREIGN RIGHTS

To enquire about purchasing translated copies of any of the Palgrave Macmillan titles in this brochure, please contact [rights@palgrave.com](mailto:rights@palgrave.com) or visit [www.palgrave.com/rights](http://www.palgrave.com/rights) for more information.

### \* When placing an order please include the following details:

Name, address, Email/Telephone number (required for all orders in case of query), and your preferred method of payment.

We accept Switch, VISA, Mastercard and American Express. Please state your card number, expiry date, issue number (for switch) and the security code (last 3 digits from the back of the card).

Please make cheques payable to: **Palgrave Macmillan Ltd**

Please allow 28 days from date of publication for delivery. All product details and prices are correct at the time of print and may be subject to change without notice.