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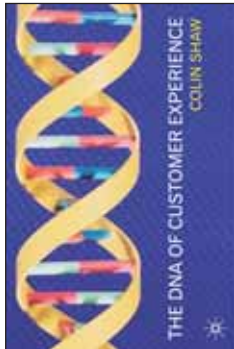


## THE DNA OF CUSTOMER EXPERIENCE

How Emotions Drive Value

COLIN SHAW

Best-selling author, Colin Shaw, has become firmly established as a leading management guru and the primary expert on the subject of customer experience. In his latest book, based upon new research, he focuses on the critical role of emotions in forming and sustaining the customer experience and how this is crucial for profitability and business success.



**CONTENTS:** Emotionally Engaging Customer Experiences - Emotion - Motion - The Signals - Customer Moods - Trust: One of the 5 Top Emotions to Evoke - The Most Important Emotions: Valued, Significant, Genuine, Care, Trust - Neuroeconomics - Summary

COLIN SHAW has worked for a number of blue chip companies including Mars Ltd., Rank Xerox and BT. He is a Founding Partner of Beyond Philosophy and the author of two successful and influential books, *Building Great Customer Experiences* and *Revolutionize Your Customer Experience*. He is a regular speaker at conferences and events, appears frequently on television and radio, and has had many articles published. He is a leading management expert on the customer experience.

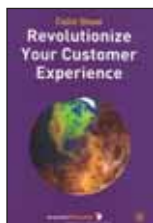
288 pp 234x156mm HB 0-230-50000-5

UK and Rest of World	USA
May 2007	July 2007
£21.99	\$37.95

## REVOLUTIONIZE YOUR CUSTOMER EXPERIENCE

COLIN SHAW

2004 HB  
£20.99/\$31.95  
1-4039-3603-X



## BUILDING GREAT CUSTOMER EXPERIENCES

COLIN SHAW & JOHN IVENS

2004 PB  
£17.99/\$23.95  
1-4039-3949-7

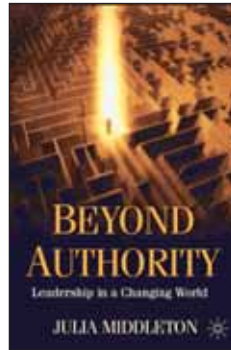


## BEYOND AUTHORITY

Leadership in a Changing World

JULIA MIDDLETON

Many leaders have established their reputation within the internal environment of their organization. When they extend their leadership role beyond the organization, authority and legitimacy are constantly in question. Julia Middleton argues that new leaders need to be confident to legitimize themselves and challenge old ways. They need to develop a leadership style that will enable them to lead beyond the traditional boundaries and constraints of the organization. This book provides many challenging and compelling ideas and examples.



**CONTENTS:** The Basic Proposition - Why We Need Leaders Outside Authority - The Different Roles in Leading Outside Authority - The Instincts that Don't Transfer - What it Takes - What's the Action

JULIA MIDDLETON is the Founder and Chief Executive of Common Purpose. She is a passionate campaigner for more diverse leaders who are active in civil society. Julia has wide experience of working with organizations and is a frequent public speaker. She also appears regularly in newspapers and the media.

256 pp 234x156mm HB 0-230-50001-3

UK and Rest of World	USA
February 2007	April 2007
£25.00	\$42.50

## NEXT. NOW.

Trends for the Future

MARIAN SALZMAN  
IRA MATATHIA

From the world-renowned trendspotting duo who have predicted everything from metrosexuality to the growth of global brands comes a new, enlightening look at the future. Based on intensive research and interviews, as well as the authors' real-world and business experience in locations across the globe, this book yields surprising conclusions about everything from work (the end of permanent full-time employment) to sex (disappearing gender boundaries) to business (the emergence of true one-to-one marketing and the birth of 'Chindia'). Essential reading for managers, marketers, and just about everyone else who wants to stay ahead of the game.



'Salzman and Matathia offer a dizzying snapshot of what our world might look like in the next five to ten years.'

*Publishers Weekly*

**CONTENTS:** Know the Now - What's Next? - Countdown to 2010 - Rites of Purification: Body and Soul - Loving and Lustig - Family Styles - At Home - Playtime and Escapes - Sports of Sorts - You Call This Work? - Business Next - How Commerce and Media Work Us: Next Persuasion - Faux Money - You Are What Influences You - 360-Degree Branding - Conclusion

MARIAN SALZMAN is one of the world's leading trendspotters. She is Executive Vice-President of advertising giant JWT.

IRA MATATHIA has spent 25 years managing and creating change in some of the world's top marketing communication enterprises. He is a partner in NoFormula, a New York- and London-based strategic brand consultancy.

Marian and Ira have co-authored the books *Next: Trends for the Near Future*, *Buzz: Harness the Power of Influence and Create Demand* and *The Future of Men*.

256 pp 246x189mm HB 1-4039-7564-7

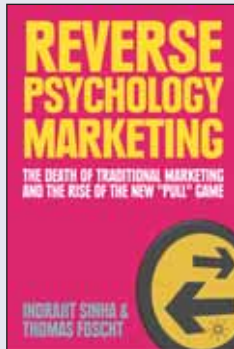
UK and Rest of World	USA
February 2007	December 2006
£15.99	\$24.95

## REVERSE PSYCHOLOGY MARKETING

The Death of Traditional Marketing and the Rise of the New "Pull" Game

INDRAJIT SINHA  
THOMAS FOSCHT

Traditional marketing is now being turned on its head. In this era of globalization and the Internet, the consumer is behaving in a radically different way and is no longer susceptible to the timeworn



ploys of push marketing. The present times call for a new game - one that strays from the prescriptions that traditional marketing theory holds dear, indeed that sometimes works in a way that is counter to it and that lays focus on network-building and "pulling the customer" above all else. Featuring compelling examples for leading companies, including Wal-Mart and Tesco, and supplementing ideas and insights with numerous engaging and topical anecdotes, this book will show you how to understand and connect with this change.

**CONTENTS:** Prologue - Death Knell for Traditional Marketing - Over-Marketing and Brand Suicide - "Wal-Marts and Ferraris" - Network Buzz and Pull - The New Marketing Zeitgeist - The Era of Anti-Marketing - Conclusions: The Big Picture

INDRAJIT SINHA is the Washburn Research Fellow and Associate Professor of Marketing at the Fox School of Business and Management at Temple University, Philadelphia. He has also worked as a management consultant.

THOMAS FOSCHT is Associate Professor of Marketing in the Department of Marketing and Retailing at the University of Graz, Austria. He currently serves as the Vice Chairman of the department and also as a referee for the Austrian Court.

216 pp    234x156mm    HB    0-230-50754-9  
UK and Rest of World    USA  
December 2006    February 2007  
£20.00    \$35.00

## LUXURY FASHION BRANDING

Trends, Tactics, Techniques

UCHE OKONKWO

The luxury fashion industry is a global multi-billion dollar sector currently valued at more than US\$130 billion, with expected turnover of US\$180 billion by the end of 2006. Despite the large size and income generation of the global luxury fashion and mass fashion markets, the sector lacks concrete strategic business direction. This pioneering book is the first to provide business strategy analysis for the luxury fashion sector.



**CONTENTS:** Introduction - A Question of Luxury - What is in a Name? The History of Luxury Fashion Branding - A Passion For Fashion: The Luxury Fashion Consumer - Luxury Retail Design & Atmosphere - The Art of Building and Managing a Luxury Fashion Brand - The Digitalisation of the Luxury Fashion Trade - Le New Luxe - Customise Me - The Luxury Fashion Business Model - Case Illustrations

UCHE OKONKWO is a Business Strategist and Marketing and Branding expert based in Paris, France. She is passionate about developing business growth strategies for the luxury fashion sector. Okonkwo has worked as a consultant and business collaborator with brands like Louis Vuitton, Gucci, Andre Ross and Daniele de Winter. She has extensive professional experience in cross-sectors such as Luxury Goods, Management Consultancy, Commercial Aviation, Telecommunications and Travel & Tourism.

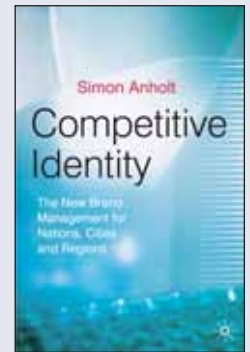
320 pp    234x156mm    HB    0-230-52167-3  
UK and Rest of World    USA  
May 2007    July 2007  
£25.00    \$42.50

## COMPETITIVE IDENTITY

The New Brand Management for Nations, Cities and Regions

SIMON ANHOLT

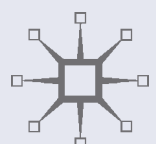
Ever since Simon Anholt coined the phrase 'Nation Branding' a decade ago, there has been increased interest in the idea that countries, cities and regions can build and manage their brand images. But until now, there has been little guidance and little agreement on how the techniques of commercial brand management can really be applied to places. For the first time, in this authoritative new book, Anholt shares his insights and unique experience in the field, and shows in detail what countries, cities and regions can do to build and sustain their competitive identity.



**CONTENTS:** Why do it? - When to do it? - Who should do it? - How to do it? - How not to do it - The Road Ahead

SIMON ANHOLT is the leading authority on managing national identity and reputation. He is the British Government's advisor on Public Diplomacy, and has advised the governments of, among others, Tanzania, South Korea, Sweden, and New Zealand, as well as organizations including the United Nations, the World Economic Forum and the World Bank. He is a Parliamentarian of the European Cultural Parliament and Founding Editor of the quarterly journal, *Place Branding and Public Diplomacy*. He is the founder of the Anholt Nation Brands Index and City Brands Index.

160 pp    234x156mm    HB    0-230-50028-5  
UK and Rest of World    USA  
November 2006    January 2007  
£25.00    \$35.00



INSEAD and Palgrave Macmillan are delighted to announce the launch of a new series of management books published under the imprint **INSEAD Business Press**.

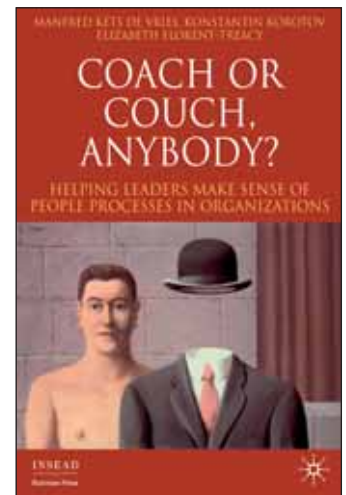
Our ambition is to provide corporate leaders, thoughtful business executives, professionals in consulting firms, and students and management scholars with thought provoking books that combine conceptual rigour with practical and actionable relevance to companies and organizations.

## COACH OR COUCH, ANYBODY?

Helping Leaders Make Sense of People Processes in Organizations

MANFRED KETS DE VRIES  
KONSTANTIN KOROTOV  
ELIZABETH FLORENT-TREACY

The INSEAD Global Leadership Centre (IGLC) has helped thousands of executives to increase their effectiveness in dealing with colleagues and clients, and to refocus their own professional and personal aspirations. Written by an internationally respected author team, including the founder and Director of the IGLC, Manfred Kets de Vries, this book is a volume of essays on topics relevant to leadership development. Drawing upon substantial research, this book presents the essential leadership models and equips practitioners with tools for developing executive coaches and working with business leaders.



CONTENTS: A Psychodynamic Approach to Leadership Development - The Art of Listening - Leadership Coaching: The Do's and Don'ts - Training the Trainers: Designing Leadership Coaching Programs - From the Boardroom to the Classroom: A Personal Journey - Leadership Development Processes in Groups: Clinical Observations - Leadership Coaching - Understanding Family Dynamics - Leadership Coaching Instrumentation: An Owner's Manual - Creating Identity Laboratories - Using Leadership Coaching in Executive Education - Leadership Coaching: A Perspective from the Financial Community - Leadership Coaching: Lessons from a Head Hunter - Leadership Coaching in a Multi-cultural Environment - Leadership Coaching to Build High Performance Organizations - The Creation of Authentizotic Organizations

MANFRED KETS DE VRIES is the Raoul de Vitry d'Avaucourt Chaired Professor of Leadership Development and the Clinical Professor of Leadership Development at INSEAD Business School, France. He is a founding member of the International Society for the Psychoanalytic Study of Organizations. *The Financial Times* and *The Economist* have judged him one of the world's leading thinkers on leadership, and he has been elected a Fellow of the Academy of Management.

KONSTANTIN KOROTOV is an Assistant Professor at ESMT and also an Executive Coach and a Researcher Fellow with the INSEAD Global Leadership Centre in Fontainebleau, France. In addition to his academic work, he has over 10 years of practical Leadership Development experience and has designed and delivered executive programmes for Ernst & Young, Coca-Cola, British American Tobacco and Shell.

ELIZABETH FLORENT-TREACY is Research Project Manager at INSEAD, Fontainebleau, France, and Singapore. She has written 18 case studies, five of which won top case writing awards (ECCH and EFMD). She has also taught seminars on case writing, and has co-authored or authored 14 articles and book chapters, and co-authored two books on leadership and family business topics.

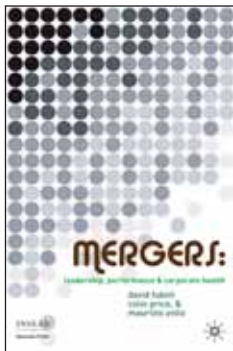
256 pp    234x156mm    HB    0-230-50638-0  
UK and Rest of World    USA  
March 2007    May 2007  
£25.00    \$42.50

## MERGERS

Leadership, Performance and Corporate Health

DAVID FUBINI  
COLIN PRICE  
MAURIZIO ZOLLO

Drawing on their own extensive integration experience, the knowledge of thirty executives, the systematic analysis of 167 mergers, and cutting-edge academic research, the authors of this book identify five common leadership challenges to be tackled for the achievement of what they call 'corporate health', the most thorough and sustainable test of merger success. Written by leading experts, the book combines both academic and practitioner viewpoints and offers the corporate leader rare and actionable insights on how to handle these sensitive touchpoints and turn merger events into enhanced organizational well-being.



**CONTENTS:** The Elusive Healthy Merger - Creating the New Company at the Top - Communicating the Corporate Story - Establishing a New Performance Culture - Championing External Shareholders - Fostering Momentum and Learning - Shaping Your Leadership Role - Works Cited - Acknowledgements

DAVID FUBINI is a Director of McKinsey & Company, United States/Boston Office. David currently leads the Firm's Worldwide Post Merger Practice and has also served as the North American Leader of the Organization Practice. David has been with the Firm for over 25 years, during which time he has led efforts for over two dozen of the world's largest mergers.

COLIN PRICE is a Partner of McKinsey and Company and Director of the London office, and the co-author of several books including the bestseller, *Straight from the CEO* (reissue; Nicholas Brealey, 1998) and *Wisdom of the CEO* (John Wiley, 2000).

MAURIZIO ZOLLO is the Shell Fellow in Business and the Environment, and Associate Professor of Strategy at INSEAD. Before starting his academic career, he had extensive professional experience in management consulting and investment banking advisory services for firms like McKinsey & Company and Merrill Lynch.

160 pp 234x156mm HB 0-230-01972-2

UK and Rest of World USA  
November 2006 January 2007  
£25.00 \$42.50

## THE MARKING ENTERPRISE

Business Success and Societal Embedding

JEAN-CLAUDE THOENIG  
CHARLES WALDMAN

This new approach argues that many practices in strategy, marketing and branding are neither appropriate nor efficient. Based upon their studies of extremely successful and unconventional firms, including First Direct, Club Med and Ikea, the authors maintain that successful firms are those that are able to design and create new economic and societal 'territories', not just market shares or brands, that address social values and ways of living. The book defines alternative approaches in a groundbreaking new framework.



**CONTENTS:** Introduction - The Deficiencies of Traditional Constructs of Business-Market Relationships - Reinventing Non-Food Discount Stores or "Conquering the World of Bentonville, Arkansas" - The Animals' Territory - Marking: A New Concept and its Components - The Right Mindset - How Can Marking be Destroyed - The Territory of the Firm - The Missionary Organization - Conclusion: The Value of a Territory

JEAN-CLAUDE THOENIG is Full Professor of Organizational Behaviour at INSEAD where he teaches courses on sociology of organizations, general management, branding, public and non-profit management. He is a co-founder and the first chairperson of EGOS (European Group for Organizational Studies) and has a long experience as a consultant and policy advisor to MNC's, governmental bodies and the European Commission.

CHARLES WALDMAN is Senior Affiliate Professor of Marketing at INSEAD. His main interests focus on marketing strategy and comparative management issues in the service and retail distribution areas. He is also involved in management consulting and has previously been Senior Vice President (Marketing) with Club Med Inc. in New York.

256 pp 234x156mm HB 0-230-00187-4

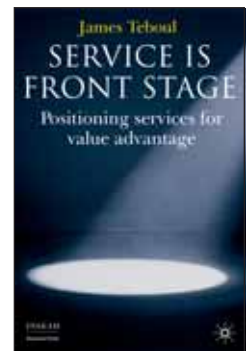
UK and Rest of World USA  
October 2006 December 2006  
£25.00 \$42.50

## SERVICE IS FRONT STAGE

Positioning Services for Value Advantage

JAMES TEBOUL

This book contains a simple but powerful definition of services based upon a separation between back-stage and front-stage activities. Services deal with front interactions, production and manufacturing with back-stage operations. This title uses this distinction systematically to explore all the important issues of the field within a coherent set of concepts and maps, including the service mix, the service triangle and the service-intensity matrix. With many examples and illustrations, this is a novel approach to services that challenges the traditional view.

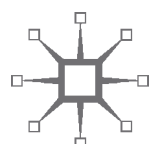


**CONTENTS:** Toward a New Definition of Services - Services: The Front-Stage Experience - The Service Triangle - The Service-Intensity Matrix - Finding and Keeping the Fit - The Three Movements of Quality - Balancing Supply and Demand - From Industrial to Professional Services - Managing the Change Process - Conclusion

JAMES TEBOUL is Emeritus Professor of Operations Management and Director of the International Executive Programme at INSEAD, France. His main areas of research are supply chain management, quality management and management of services. He has been a consultant to industrial and service organizations, is a member of the editorial board of the *International Journal of Service Industry Management* and a leading business author and expert.

176 pp 234x156mm HB 0-230-00660-4

UK and Rest of World USA  
October 2006 December 2006  
£25.00 \$35.00



## MANAGING GREEN ISSUES

2nd edition

TOM CURTIN

The management of environmental or green issues has become a key concern for many companies. Not only do green issues influence how an organization is seen and how its reputation is judged, it has huge implications for the organization's success, brand values and the sales decisions of consumers towards its products. This revised and updated book contains much practical advice, with case studies, and will guide the modern organization on how to channel environmental issues to gain competitive advantage.



Review of the 1st edition:

'A practical guide that draws on case studies relevant to local politics and development, providing a fascinating insight into the processes and pitfalls of engaging with third parties.'

*Eurobusiness*

CONTENTS: PART 1: GREEN ISSUES - The Rise of Environmental Consciousness - The Impact of Green Issues on Organizations - PART 2: THE CONTEXT OF GREEN ISSUES - The Greening of Modern Democracies - Stakeholders: Some Real Definitions - The Role of the Media - PART 3: PRACTICAL MANAGEMENT OF GREEN ISSUES - Research Comes First - Communications Mechanisms - Who to Communicate With - Third Party Advocacy - Green Credentials Help in a Crisis - PART 4: THE FUTURE - Evaluation of Green Communications - Green Issues and Marketing - The Future of Green Issues Communication

TOM CURTIN has worked for a number of companies in Public Relations and Corporate Communications. He now runs his own consultancy company that specializes in the management of green issues and is a freelance business writer and journalist. He is a visiting professor at the International Institute for Management Development (IMD) in Switzerland. For more information visit his website at [www.greenissues.com](http://www.greenissues.com).

224 pp 234x156mm HB 0-230-50003-X

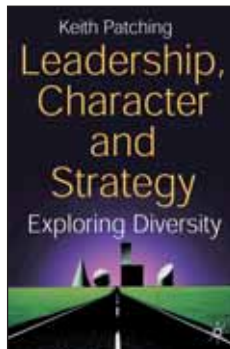
UK and Rest of World	USA
October 2006	December 2006
£25.00	\$42.50

## LEADERSHIP, CHARACTER AND STRATEGY

Exploring Diversity

KEITH PATCHING

Genetic and environmental differences make people's characters fundamentally different. These differences, if understood, enable leaders as different as Ghandi and Margaret Thatcher to be influential in their own way. Based on over two decades of experience and research, and including a work book in the appendix, this is a practitioner's guide to developing a leadership strategy that will work for both themselves and their organization.



CONTENTS: PART I: CHARACTER - Introduction - Stories - Science - Values - Conflict - Home Base - Where You Are Now - Job Role - Leadership Model - PART II: STRATEGY - Developing Strategy - Developing a Warrior Strategy - Developing a Sage Strategy - Developing an Adventurer Strategy - Developing a Guardian Strategy - Organizational Culture and Leadership - Developing your Leadership - Conclusions and Health Warning - Appendix: Your Route Map - Notes - Bibliography

KEITH PATCHING is an Executive Coach running an international independent consultancy firm. Previously he was Director of the Management Development Unit at Cranfield School of Management. He has worked on programmes for national and international organizations in the public and private sectors, as well as recently privatized organizations facing major changes of direction.

288 pp 234x156mm HB 0-230-50084-6

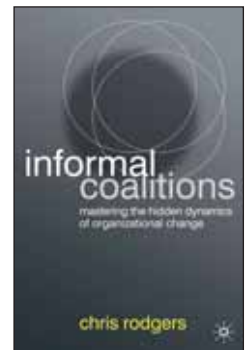
UK and Rest of World	USA
December 2006	February 2007
£25.00	\$42.50

## INFORMAL COALITIONS

Mastering the Hidden Dynamics of Organizational Change

CHRIS RODGERS

Around two-thirds of all change efforts fail to deliver the expected results. This book reveals that, by ignoring the hidden, messy and informal aspects of real-life organizations, formal change programmes inevitably contain the seeds of their own downfall. This challenging new book shows how change arises instead from informal interactions, joint sense making and political accommodations made by people who are trying to make a difference in the complex, uncertain and ambiguous conditions of everyday organizational life. Offering a unique perspective, it provides new insights and practical tools for delivering change successfully.



'Bring together vast experience in managing organizational change, intelligent and critical reflection on how it works, thorough engagement with some exciting new perspectives on organizations, and a belief in the centrality of everyday conversation in organizations, and you will see why I'm excited by Chris Rodgers's new book.'

*David Sims, Professor of Organizational Behaviour, Associate Dean and Director, Centre for Leadership, Learning and Change, Cass Business School*

CONTENTS: Mapping the Territory - The Underlying Dynamics of Change - Reframing Communication - Thinking Culturally - Acting Politically - Building Coalitions - Embracing Paradox - Providing Vision - Postscript

CHRIS RODGERS works as an independent consultant and business coach, primarily in the areas of leadership performance, change management and organizational dynamics. He was previously a senior manager in the UK power industry with National Power, during the period of its groundbreaking privatization and commercial transformation. As a consultant, he has worked with a range of organizations in the private and public sectors, including RWE npower, B&Q, and the Cabinet Office.

304 pp 234x156mm HB 0-230-01991-9

UK and Rest of World	USA
October 2006	December 2006
£25.00	\$42.50

## PROJECT PORTFOLIO MANAGEMENT

Earning An Execution Premium

SHAN RAJEGOPAL  
PHILIP McGUIN  
JAMES WALLER

Many companies and organizations are faced with a portfolio of projects that need to be managed effectively and successfully. This new book, by leading practitioners, introduces a framework and range of tools to enable the project portfolio to be strategically managed, including establishing guidelines, prioritising, aligning projects with strategy, balancing the portfolio and sustaining a change culture through continuous improvement.



**CONTENTS:** Project Portfolio Management Concepts, Growth and Strategic Application - Determine Project Funding and Resourcing Practices - From the Project Portfolio Management Team - Establish and Implement the Project Portfolio Charter - Establish the Project Portfolio Procedural Guidelines - Establish Project Domains - Develop Prioritization Criteria - Identify and Classify Project Work - Prioritize the Projects - Determine the Resource Pool - Estimate the Resource Demand - Analyse Capacity versus Demand - Align Business Strategies with Project Work - Reconcile Capacity and Demand - Balance the Portfolio Incrementally - Maintain Visibility - Set Measurability and Control - Sustain Change Culture Through Continuous Improvement

SHAN RAJEGOPAL is a practitioner, academic and consultant with over twenty years industrial experience covering clients in various sectors. He has held senior positions in culturally diverse organizations in Asia, North America and Europe and now works for Berkshire Consultancy Limited conducting project portfolio assessments and implementation.

PHILIP McGUIN is the E-Business and Product Marketing Manager at Atlantic Global Plc, responsible for managing and deploying the companies brand and product range across their e-business platforms and driving the company's competitor and product marketing programme.

JAMES WALLER is Director of Marketing of Atlantic Global. James has a track record of building marketing functions and capabilities for growth companies. His previous experience includes Director of Corporate Marketing for EMEA at IONA Technologies Plc, and also Northern European Marketing Director at IXOS Software AG, a content management software provider.

256 pp 234x156mm HB 0-230-50716-6

UK and Rest of World USA  
March 2007 May 2007  
£25.00 \$42.50

## EUROPEAN REAL ESTATE INVESTMENT AND FINANCE

JOSÉ LUIS SUÁREZ

Offering a comprehensive analysis of all aspects of European real estate investment and finance, this book begins with an overview of the residential and commercial real estate market and continues with a study of current real estate investors, and the indirect investments in real estate through listed companies. Finally, it analyses the financial real estate market, for the consumer and the developer, and the new products which have been developed for them, such as Mortgage Bonds, Mortgage Backed Securities and Mortgage Refinancing.



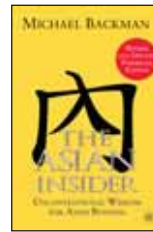
**CONTENTS:** Introduction - Housing Market in Europe - Social Housing Policy - Other Assets - Real Estate Investors - Indirect Investment in Real Estate - Direct Investment in Real Estate - Real Estate Finance I - Real Estate Finance II

JOSÉ LUIS SUÁREZ is Professor of Financial Management at IESE Business School. His areas of specialization include creating value for shareholders, formulation and implementation of financial policies: capital structure and dividends, managing international activities, especially in Latin America: capital budgeting, financing, risk management, and managing real estate companies and assets.

200 pp 234x156mm HB 0-230-01316-3

UK and Rest of World USA  
April 2007 June 2007  
£25.00 \$45.00

## BESTSELLERS



The Asian Insider  
Michael Backman

2006 PB £19.99/\$32.95 0-230-00021-5



Greed and Corporate Failure  
Stewart Hamilton & Alicia Micklethwait

2006 HB £25.00/\$42.50 1-4039-8636-3



A Woman's Place is in the Boardroom  
Peninah Thomson & Jacey Graham

2005 HB £25.00/\$42.50 1-4039-9683-0



Supermarket Wars  
Andrew Seth & Geoffrey Randall

2005 HB £25.00/\$42.50 1-4039-1910-0



Journey to Lean  
John Drew, Blair McCallum & Stefan Roggenhofer

2004 HB £27.50/\$39.95 1-4039-1307-2



The Competitive Advantage of Nations  
Michael E. Porter

1998 HB £25.00 0-333-73642-7

