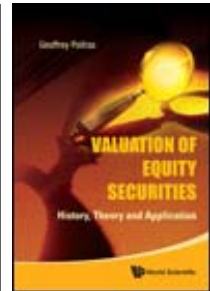
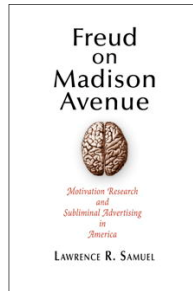
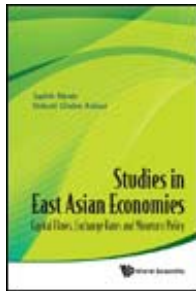
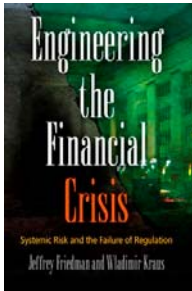
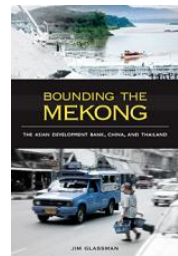
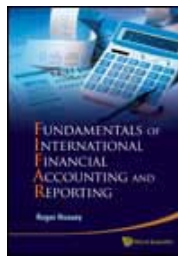
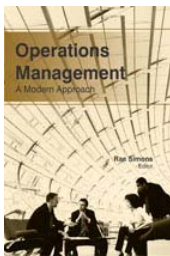


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ECONOMICS and the HUMANITIES

COMMERCIAL ACTIVITY, MARKETS AND ENTREPRENEURS IN THE MIDDLE AGES

Edited by **Ben Dodds** and **Christian Liddy**, with an essay by **John Langdon**, **University of Alberta**

From examination of high wages, minimum wages and unemployment, through to innovative studies of consumption and supply, business fraud, economic regulation, small towns, the use of charters, and the role of shipmasters and peasants as entrepreneurs, this collection is essential reading for the student of the medieval economy.

Boydell Press, October 2011

9781843836841, cloth, \$125.00



VIRTUOSITY IN BUSINESS

INVISIBLE LAW GUIDING THE INVISIBLE HAND

Kevin T. Jackson

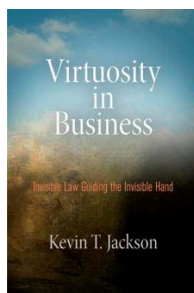
The recent global financial crisis raises pressing issues that are not exclusively economic. The health of the economy, Kevin T. Jackson contends, reflects the moral health of the wider culture: ethics must be considered along with economics to understand world markets, especially now that globalization and other forces have increasingly complicated the regulation of transnational corporate conduct.

Virtuosity in Business calls on businesspeople and ethicists

to expand their thinking by stressing the profound relevance of philosophy to business and economics.

University of Pennsylvania Press, Dec. 2011

9780812243765, cloth, \$99.95



FREUD ON MADISON AVENUE: MOTIVATION RESEARCH AND SUB-LIMINAL ADVERTISING IN AMERICA

Lawrence R. Samuel

What do consumers really want? In the mid-twentieth century, many marketing executives sought to answer this question by looking to the theories of Sigmund Freud and his followers. By the 1950s, Freudian psychology had become the adman's most powerful new tool, promising to plumb the depths of shoppers' subconscious minds to access the irrational desires beneath their buying decisions. That the unconscious was the key to consumer behavior was a new idea in the field of advertising, and its impact was felt beyond the commercial realm.

University of Pennsylvania Press, 2010, 9780812242515, cloth, \$37.50

MACROECONOMICS (WITH CD ROM)

Jagdish Handa, McGill University

This book presents the stylized facts on the important variables (output, inflation, money supply and interest rates, etc.) of the macro economy and uses them to differentiate how well particular economic theories perform or fail to do so. On the determination of aggregate demand, this book presents two approaches: the traditional IS-LM analysis under the assumption that the money supply is exogenous because the central bank uses its monetary policy to control it, and the emerging IS-IRT analysis under the assumption that the interest rate is the exogenous monetary policy variable set by the central bank to manipulate aggregate demand in the economy

World Scientific Publishing, June 2010

9789814289443, cloth, \$110.00

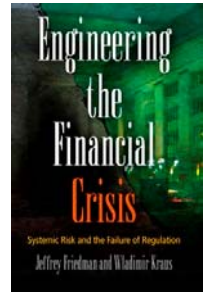
**ENGINEERING THE FINANCIAL CRISIS
SYSTEMIC RISK AND THE FAILURE OF REGULATION**

Jeffrey Friedman and Wladimir Lraus

In one of the first studies critically to examine the Basel Accords, *Engineering the Financial Crisis* reveals the crucial role that bank capital requirements and other government regulations played in the recent financial crisis. Jeffrey Friedman and Wladimir Kraus argue that by encouraging banks to invest in highly rated mortgage-backed bonds, the Basel Accords created an over-concentration of risk in the banking industry. In addition, accounting regulations required banks to reduce lending if the temporary market value of these bonds declined, as they did in 2007 and 2008 during the panic over subprime mortgage defaults.

University of Pennsylvania Press, Sept. 2011

9780812243574, cloth, \$56.00



MACROECONOMICS AND THE BUSINESS ENVIRONMENT

Introduction for Students of Business

Maurice D Levi, University of British Columbia

This book provides an introduction to principal macroeconomic phenomena: inflation, unemployment, national income, interest rates and exchange rates. It describes how each phenomenon is measured, what makes it change and the consequences of change

World Scientific Publishing, April 2012

9789814304344, paper, \$59.95

Management

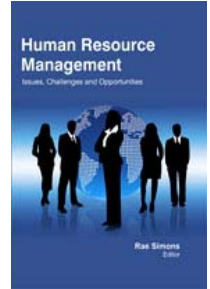
Human Resource Management: Issues, Challenges and Opportunities

Editor: Rae Simons

This new collection covers a broad array of topics on human resources management, including new emphasis on corporate social commitment, management practices that are essential for retaining effective professionals, financial rewards to stimulate longer workforce participation, entrepreneurial leadership, examination of leadership styles in different countries, dealing with organizational change, teamwork and employee resistance, integrating human resources aspects with corporate goals, and more. This book provides an interesting group of chapters that shed light on a variety of international human resources management styles and practices.

Apple Academic Press, 2011

9781926692890, cloth, \$84.95



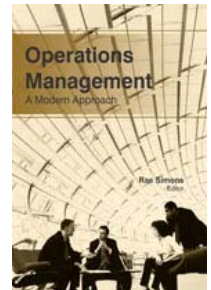
Operations Management: A Modern Approach

Editor: Rae Simons

This book looks at a selection of important business management techniques from a variety of countries and types of businesses. It discusses interorganizational information systems development, organizational performance management, activity-based cost systems, financial decision-making processes, teleworking (or telecommuting), customer-focused process improvement, the communicative nature of innovation processes and the impact of this on innovation management, a model of ebusiness systems that allows for emergent factors, and much more.

Apple Academic Press, 2011

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Accounting and Finance

FUNDAMENTALS OF INTERNATIONAL FINANCIAL ACCOUNTING AND REPORTING

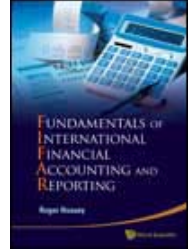
Roger Hussey, **University of Windsor, Canada**

This unique book is not written from a specific national perspective, but adopts an international approach throughout. It treats the topic of International Financial Accounting and Reporting as a subject in its own right and not as an alternative or an extension to the existing domestic regulatory framework. The book begins with an introduction to accounting and financial reporting, followed by a description of the development of international standards and the present structure, role and operations of the International Accounting Standards Board.

While a major part of the book is devoted to a discussion on individual IFRS (International Financial Reporting Standards), it also discusses income statements, balance sheets and cash flow statements. These financial statements are examined in the context of International Financial Reporting regulations and students are introduced to the main IFRS relating to those statements. Subsequent chapters examine individually, the more complex standards.

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VALUATION OF EQUITY SECURITIES

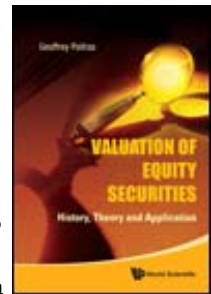
History, Theory and Application

Geoffrey Poitras, **Simon Fraser University, Canada**

This book provides a comprehensive and rigorous treatment of academic and practitioner approaches to equity security valuation. Guided by historical and philosophical insights, conventional academic wisdom surrounding the ergodic properties of stochastic processes is challenged. In addition, the implications of a general stochastic interpretation of equity security valuation are provided. Valuation of Equity Securities will also be a good reference source for students and professionals interested in the theoretical and practical applications of equity securities.

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Investment

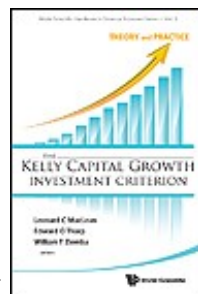
THE KELLY CAPITAL GROWTH INVESTMENT CRITERION ,Theory and Practice

edited by Leonard C MacLean (**Dalhousie University, Canada**), Edward O Thorp (**University of California, Irvine, USA**), & William T Ziemba (**Oxford University, UK & **University of British Columbia, Canada****)

This volume provides the definitive treatment of fortune's formula or the Kelly capital growth criterion as it is often called. The strategy is to maximize long run wealth of the investor by maximizing the period by period expected utility of wealth with a logarithmic utility function. Mathematical theorems show that only the log utility function maximizes asymptotic long run wealth and minimizes the expected time to arbitrary large goals. In general, the strategy is risky in the short term but as the number of bets increase, the Kelly bettor's wealth tends to be much larger than those with essentially different strategies. So most of the time, the Kelly bettor will have much more wealth than these other bettors but the Kelly strategy can lead to considerable losses a small percent of the time. There are ways to reduce this risk at the cost of lower expected final wealth using fractional Kelly strategies that blend the Kelly suggested wager with cash.

World Scientific Publishing, Feb., 2011

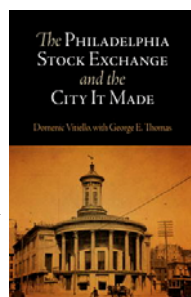
9789814293495, cloth, \$122.50



The Philadelphia Stock Exchange and the City It Made Domenic Vitiello. With George E. Thomas

The Philadelphia Stock Exchange and the City It Made recounts the history of America's first stock exchange and the ways it shaped the growth and decline of the city around it. Founded in 1790, the Philadelphia Stock Exchange, its member firms, and the companies they financed had profound impacts on the city's place in the world economy. At its start, the exchange and its members helped spur the development of the early United States, its financial sector, and its westward expansion. During the nineteenth century, they invested in making Philadelphia the center of industrial America, raising capital for the railroads and coal mines that connected cities to one another and built a fossil fuel-based economy. After financing the Civil War, they underwrote the growth of the modern metropolis, its transportation infrastructure, utility systems, and real estate development.

University of Pennsylvania Press, 2010, 9780812242249, cloth, \$56.00



Asian Economies

BOUNDING THE MEKONG: THE ASIAN DEVELOPMENT BANK, CHINA AND THAILAND

Jim Glassman, University of British Columbia

While the GMS project is in fact hastening regional economic integration, Jim Glassman shows that the approach belies the ADB's idealized description of "win-win" outcomes. The process of "actually existing globalization" in the GMS does provide varied opportunities for different actors, but it is less a rising tide that lifts all boats than an uneven flood of transnational capitalist development whose outcomes are determined by intense class struggles, market competition, and regulatory battles.

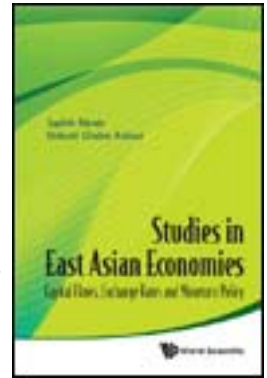
University of Hawaii Press, Oct. 2010
9780824834449, cloth, \$68.75, p. 12

STUDIES IN EAST ASIAN ECONOMIES CAPITAL FLOWS, EXCHANGE RATES AND MONETARY POLICY

**by Jagdish Handa McGill University, Canada &
Shibeshi Ghebre Kahsay (Abu Dhabi Women's College, UAE)**

This book includes three economic/econometric studies on four East Asian countries (Indonesia, Malaysia, Philippines and Thailand) and two studies on China. The four East Asian economies, designated at one time as 'economic tigers', provide important and interesting case studies on periods of very rapid growth with heavy capital inflows, followed by financial and economic crises.

World Scientific Publishing, May 2011
9789814338943, cloth, \$100.00



Winning Strategies for the Indian Market **Anuradha Dayal-Gulati**

The essays in this collection focus primarily on six major business sectors in India: airlines, pharmaceuticals, automobiles, hospitality, food, and telecommunications. An essay on each sector describes the market structure, the current state of the sector, the main players, the key economic forces, and selected business strategies.

Northwestern University Press, 2010
9780810126958, paper, \$37.50

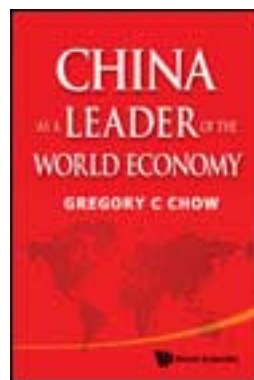
CHINA AS A LEADER OF THE WORLD ECONOMY

Gregory C. Chow

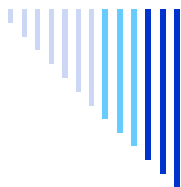
The book surveys China's economy in four parts—economic institutions, economic problems, important economic policies and selective economic analysis, especially including many hot issues like revaluation of the Reminbi, China's high inflation rate and its relations with other emerging markets, etc. These essays are the author's latest research findings from his close and constant observation and research on China's economy in the past 30 years, and have been published in China's newspapers with a large number of readers. Meanwhile, this book is written in a manner that is thorough and objective without being too technical. It could serve as a reference book for professionals as the treatment of many topics is original and illuminating, and as an authoritative guide for general readers who are eager to understand China's economic development better and get an idea of China's economic future.

World Scientific Publishing, Sept. 2011

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