

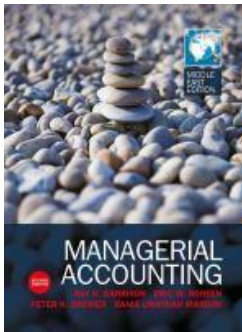


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New Business E-Books

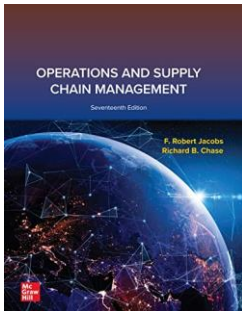
As of June 1, 2023



Garrison, Ray H., Eric W. Noreen, Peter C. Brewer, Rania Uwaydah Mardini. **(2023)**. Managerial Accounting. Middle East edition/Second edition. Berkshire, UK : McGraw-Hill Education.

Subject/s:
Managerial accounting.

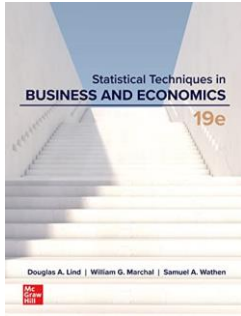
Summary:



Jacobs, F. Robert, Richard B. Chase. **(2023)**. Operations and Supply Chain Management. Seventeenth edition. New York, NY : McGraw Hill.

Subject/s:
Production management.

Summary: Operations and Supply Chain Management, 17e covers the latest and most important issues facing operations and supply chain management (OSCM) managers while providing basic tools and techniques to promote a competitive advantage and career-readiness. It covers relevant, current OSCM issues with a focus on the global economy, analytic content that ties decisions to relevant data, and solutions to operations and supply chain-related problems. Hot topics in business today that relate to OSCM are mitigating the risk of disruptions while reducing the cost of supply chain processes, integration and collaboration with customers and suppliers, sustainability and minimizing the long-term cost of products and processes. These topics are studied in the book to clarify the "big picture" of what these topics are and why they are important to business today. The seventeenth edition supplies many examples of leading-edge companies and practices to make the book an interesting and relevant read.



Lind, Douglas, William Marchal, and Samuel Wathen. **(2023)**. Statistical Techniques in Business and Economics. Nineteenth edition. New York, NY : McGraw Hill.

Subject/s:
Economics--Statistical methods.
Commercial statistics.

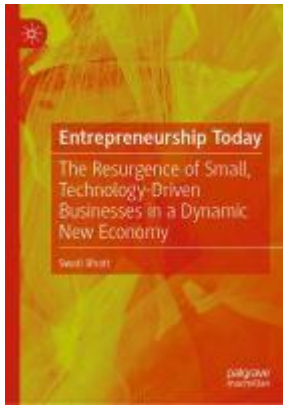
Summary: Editorial Reviews

About the Authors:

Douglas A. Lind earned his B.S. in Business from Bowling Green State University, and his Ph.D. and M.B.A. from the University of Toledo. He is Emeritus Professor at Coastal Carolina University and the University of Toledo. Dr. Lind is a co-author of Statistical Techniques in Business and Economics with the late Robert D. Mason and William G. Marchal. He has more than 38 years of college teaching experience, including teaching statistics at the introductory, intermediate, and advanced undergraduate levels, as well as graduate courses in statistics and research methods. Dr. Lind is a past recipient of the Tony DeJute Outstanding Teacher Award.

William G. Marchal earned his B.S. in mathematics from the University of Dayton, his M.A. in mathematics from Catholic University of America, and his D.Sc. in operations research from George Washington University. He is Emeritus Professor of Information Systems and Operations Management at the University of Toledo College of Business Administration. Dr. Marchal has held visiting appointments at the University of Michigan and at George Mason University. He has worked at the Executive Office of the District of Columbia government, the George Washington University Institute for Management Science, and the U.S. Army Chemical Research and Development Center. He has also served as an associate editor of Naval Research Logistics.

Samuel A. Wathen earned his B.S. in forestry from the University of Illinois, an M.B.A. from Oklahoma State University, an M.S. in forest biometrics from Virginia Polytechnic Institute and State University, and his Ph.D. in business administration from the University of Minnesota. He is Distinguished Professor Emeritus of Management and Decision Sciences in the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. Dr. Wathen's research interests include applied statistics, teaching methods, and manufacturing and service process design. Most recently, he published the article "Using Real-Life Major League Baseball Data in an Introductory Statistics Course" in the Decision Sciences Journal of Innovative Education. --This text refers to the hardcover edition.



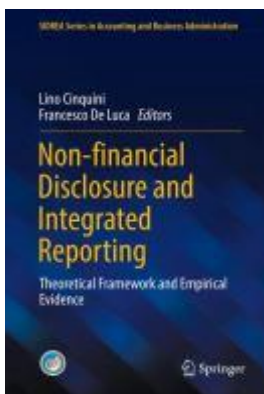
Bhatt, Swati. **(2022)**. Entrepreneurship Today : The Resurgence of Small, Technology-Driven Businesses in a Dynamic New Economy. Cham, Switzerland : Palgrave Macmillan.

Subject/s:
Economic history.
Entrepreneurship.
Entrepreneurship--United States.
United States--Economic conditions.

Summary: This book explores how the U.S. has been in the throes of a startup revolution, fueled by a risk-taking culture. There has been a growth of young startup from 1994, accelerating after 2010 through the present day. Most entrepreneurial activity is in the professional and business services sector, which comprises technical services as well as research and development.

However, new establishments face a low survival rate, suggesting that starting businesses is not the problem, sustaining their development and growth is the principal challenge. A paradox is presented by the simultaneous presence of declining labor force participation rate among prime working age adults, a decrease in productivity growth rates in the past decade and a startup revolution.

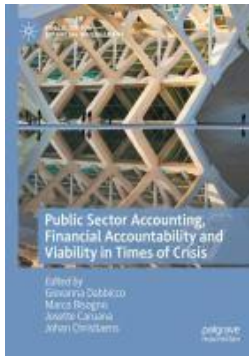
There are five native skills that are acquired by experience rather than formal education: resourcefulness, practical intelligence, over-optimism and personal initiative. These are built on a foundation of attributes that form the culture of risk-taking and decision-making. Underlying values and beliefs include collaboration, openness to new ideas, an awareness of the environment and the needs of people in your radius of interaction. A strongly embedded community forms the essence of entrepreneurial culture, and its values cannot be taught, they must be learned through experience.



Cinquini, Lino and Francesco De Luca. **(2022)**. Non-Financial Disclosure and Integrated Reporting : Theoretical Framework and Empirical Evidence. Cham, Switzerland : Springer.

Subject/s:
Business ethics.
Performance standards.
Social responsibility of business.

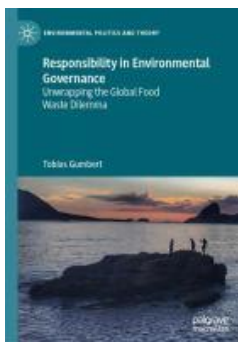
Summary: The increasingly crucial role of companies' non-financial disclosure (NFD) and integrated reporting (IR) has led to a lively debate among academics, practitioners, and regulators on the approaches, framework, contents, principles, and standards that should oversee these forms of reporting. Through several expert contributions, conducted both with qualitative and quantitative methodologies, this book provides an up-to-date portrait of the debate by exploring corporate NFD either in its mandated contents or voluntary information. Contributing authors provide studies that encompass the different lines of NFD, namely non-financial risk reporting, sustainability reporting, and intellectual capital reporting, as well as the integration of financial and non-financial information through IR, the assurance of the NFD and IR through auditing activities, and the role of management and CFOs in NFD and IR.



Dabbicco, Giovanna, Marco Bisogno, Josette Caruana, and Johan Christiaens. **(2022)**. Public Sector Accounting, Financial Accountability and Viability in Times of Crisis. Cham, Switzerland : Palgrave Macmillan.

Subject/s:
Finance, Public--Accounting.
Government business enterprises--Accounting.

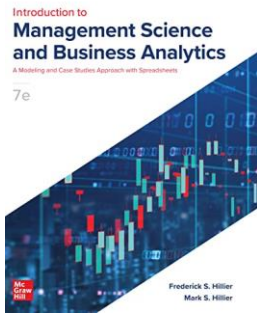
Summary: This book examines the implications of the Covid-19 pandemic for public-sector accounting and finance. It provides a holistic overview of government initiatives to navigate the pandemic, focusing on how government policies and related spending have affected the budgetary process, the disclosure of information and transparency, as well as the importance of accounting technologies and operating systems in times of crisis. The book shows how government economic interventions have been crucial in counteracting the financial consequences of the global pandemic, and emphasizes the importance of accountability. It will appeal to students and scholars of public policy, public administration and finance, as well as policymakers and public managers responsible for public sector financial and budgetary reporting of public administrations.



Gumbert, Tobias. **(2022)**. Responsibility in Environmental Governance : Unwrapping the Global Food Waste Dilemma. Cham, Switzerland : Palgrave Macmillan.

Subject/s:
Environmental policy.
Food waste--Government policy.
Sustainability--Government policy.

Summary: This book provides a comprehensive study of the notion of responsibility in environmental governance. It starts with the observation that, although the rhetoric of responsibility is indeed all-pervasive in environmental and sustainability-related fields, decisive political action is still lacking. Governance architectures increasingly strive to hold different stakeholders responsible by installing accountability and transparency mechanisms to manage environmental problems, yet the structural background conditions affecting these issues continue to generate unevenly distributed, socially unjust, and ecologically devastating consequences. Responsibility in Environmental Governance develops the concept of responsibility as an analytical approach to map and understand these dynamics and to situate diverse meanings of responsibility within larger socio-political contexts. It applies this approach to the study of food waste governance, uncovering a narrow governance focus on accountability, optimization, and consumer behavior change strategies, opening up spaces for organizing more democratic solutions to a truly global problem.



Hillier, Frederick and Mark Hillier. **(2022)**. Introduction to Management Science. Seventh Edition. New York, NY : McGraw Hill LLC.

Subject/s:

Management science.

Operations research--Data processing.

Electronic spreadsheets.

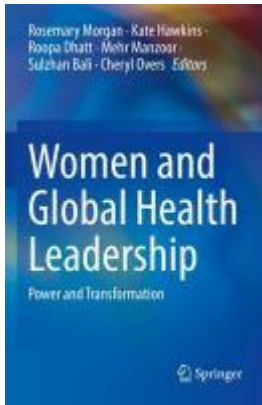
Data mining.

Summary: Editorial Reviews

About the Author

Associate professor of quantitative methods at the School of Business at the University of Washington. Dr. Hillier received his BS in engineering (plus a concentration in computer science) from Swarthmore College, and he received his MS with distinction in operations research and PhD in industrial engineering and engineering management from Stanford University. As an undergraduate, he won the McCabe Award for ranking first in his engineering class, won election to Phi Beta Kappa based on his work in mathematics, set school records on the men's swim team, and was awarded two national fellowships (National Science Foundation and Tau Beta Pi) for graduate study. During that time, he also developed a comprehensive software tutorial package, OR Courseware, for the Hillier-Lieberman textbook, Introduction to Operations Research. As a graduate student, he taught a PhD-level seminar in operations management at Stanford and won a national prize for work based on his PhD dissertation. At the University of Washington, he currently teaches courses in management science and spreadsheet modeling.

Professor emeritus of operations research at Stanford University. Dr. Hillier is especially known for his classic, award-winning text, Introduction to Operations Research, co-authored with the late Gerald J. Lieberman, which has been translated into well over a dozen languages and is currently in its 8th edition. The 6th edition won honorable mention for the 1995 Lanchester Prize (best English-language publication of any kind in the field) and Dr. Hillier also was awarded the 2004 INFORMS Expository Writing Award for the 8th edition. His other books include The Evaluation of Risky Interrelated Investments, Queueing Tables and Graphs, Introduction to Stochastic Models in Operations Research, and Introduction to Mathematical Programming. He received his BS in industrial engineering and doctorate specializing in operations research and management science from Stanford University. The winner of many awards in high school and college for writing, mathematics, debate, and music, he ranked first in his undergraduate engineering class and was awarded three national fellowships (National Science Foundation, Tau Beta Pi, and Danforth) for graduate study. Dr. Hillier's research has extended into a variety of areas, including integer programming, queueing theory and its application, statistical quality control, and production and operations management. He also has won a major prize for research in capital budgeting. --This text refers to the hardcover edition.



Morgan, Rosemary, Kate Hawkins, Roopa Dhatt, Mehr Manzoor, Sulzhan Bali, and Cheryl Overs. **(2022)**. Women and Global Health Leadership : Power and Transformation. Cham, Switzerland : Springer.

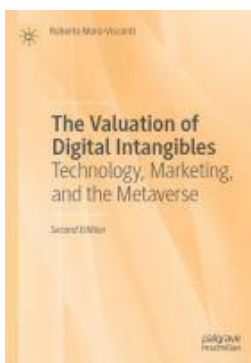
Subject/s:
Health services administration.
Women executives.

Summary: Is the first edited volume to explore global health leadership with a gender lens and from a feminist perspective

Compiles research evidence examining barriers and facilitators to women's global health leadership across five key sectors

Showcases the stories and experiences of women leaders across global health sectors, providing insight into their personal, professional, and political journeys to leadership

Offers pragmatic solutions to increasing women's representation in global health at the individual and institutional level

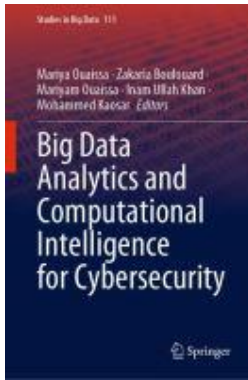


Moro-Visconti, Roberto. **(2022)**. The Valuation of Digital Intangibles : Technology, Marketing, and the Metaverse. Cham, Switzerland : Palgrave Macmillan.

Subject/s:
Intangible property--Valuation.

Summary: This book offers an updated primer on the valuation of digital intangibles, a trending class of immaterial assets. Startups like successful unicorns, as well as consolidated firms desperately working to re-engineer their business models, are now trying to go digital and to reap higher returns by exploiting new intangibles. This book is innovative in its design and concept since it tackles a frontier topic with an original methodology, combining academic rigor with practical insights.

Evaluation issues are increasingly based on an analytical comprehension of augmented business models and virtual function analysis, nurtured by real-time big data. The impact of digitalization on scalable business models is the main competitive advantage factor of the BigTechs and other Unicorns, representing a target for startups and the reengineering of traditional firms. The transition from the Internet to the metaverse represents the last frontier, showing how 3D virtual and augmented reality impacts social networking. The second edition of this book updates the contents of the first edition while comprehensively introduces these innovative topics--such as the metaverse, cloud storage, multi-sided digital platforms, ESG-compliance, and value co-creation patterns of digitized stakeholders--and demonstrates how best practices can be applied to specific asset appraisals, making it of interest to researchers, students, and practitioners alike.



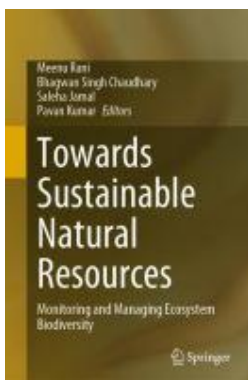
Ouaisa, Mariya, Inam Ullah Khan, and Mohammed Kaosar. **(2022)**. Big Data Analytics and Computational Intelligence for Cybersecurity. Cham, Switzerland : Springer.

Subject/s:
Big data.
Computational intelligence.
Computer security.

Summary: This book presents a collection of state-of-the-art artificial intelligence and big data analytics approaches to cybersecurity intelligence. It illustrates the latest trends in AI/ML-based strategic defense mechanisms against malware, vulnerabilities, cyber threats, as well as proactive countermeasures. It also introduces other trending technologies, such as blockchain, SDN, and IoT, and discusses their possible impact on improving security.

The book discusses the convergence of AI/ML and big data in cybersecurity by providing an overview of theoretical, practical, and simulation concepts of computational intelligence and big data analytics used in different approaches of security. It also displays solutions that will help analyze complex patterns in user data and ultimately improve productivity.

This book can be a source for researchers, students, and practitioners interested in the fields of artificial intelligence, cybersecurity, data analytics, and recent trends of networks.



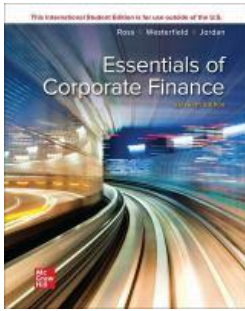
Rani, Meenu, Bhagwan Singh Chaudhary, Saleha Jamal, and Pavan Kumar. **(2022)**. Towards Sustainable Natural Resources : Monitoring and Managing Ecosystem Biodiversity. Cham, Switzerland : Springer.

Subject/s:
Ecosystem management.
Natural resources.
Sustainable development.

Summary: Natural resources not only contribute to overall growth of the economy but also help reduce poverty by providing employment and food security to populations on the continent, and is thus the most inclusive growth sector of the economy of Asian countries. Global weather and climate studies are also increasingly being considered a vital source of information to understand the earth's environment, in particular in the framework of weather and climate studies, land use transformation and human influence across these areas. Satellite earth observing systems provide a unique tool to monitor these changes.

This book includes significant and up to date contributions in the field of sustainable natural resources conservation across the globe. While the range of applications and innovative techniques is constantly increasing, this book provides a summary of key case studies where satellite data offers critical information to help understand the causes and effects of those environmental changes, allowing us to reflect on how to minimize their negative impacts.

This book is of interest to researchers and practitioners in the field of remote sensing, geographical information, meteorology, and environmental sciences. Scientists and graduate to post-graduate-level students in environmental science will also find valuable information in this book.



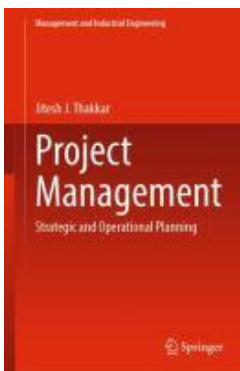
Ross, Stephen, Randolph Westerfield, and Bradford Jordan. **(2022)**. Essentials of Corporate Finance. Eleventh edition. New York, NY : McGraw Hill LLC.

Subject/s:
Corporations--Finance.

Summary: Ross, Essentials of Corporate Finance 10e focuses on what undergraduate students with widely varying backgrounds and interests need to take away from a core course in business or corporate finance. The goal is to convey the most important concepts and principles at a level that is approachable for the widest possible audience. To achieve this goal, subjects are distilled down to the bare essentials, while retaining a decidedly modern approach to finance. In addition, understanding the "why" is just as important, if not more so, than understanding the "how" - especially in an introductory course.

Readability and pedagogy are key throughout Essentials 10e. The text is written in a relaxed, conversational style that invites the students to join in the learning process rather than being a passive information absorber. The new edition downplays purely theoretical issues and minimises the use of extensive and elaborate calculations to illustrate points that are either intuitively obvious or of limited practical use.

There are 3 basic themes visible throughout the book: emphasis on intuition/common sense, a unified valuation approach, and a managerial focus.



Thakkar, Jitesh J. **(2022)**. Project Management : Strategic and Operational Planning. Singapore : Springer.

Subject/s:
Business planning.
Project management.
Strategic planning.

Summary: This volume discusses strategic and operational issues in executing projects. It provides both quantitative and qualitative treatment on key areas of project management, and addresses issues of scheduling, procurement, quality, risk and communications management. The beneficiaries of this volume will primarily be university students in Engineering and Business Management disciplines. The book also extends practical insights and will be useful to professionals working in manufacturing and service industries.