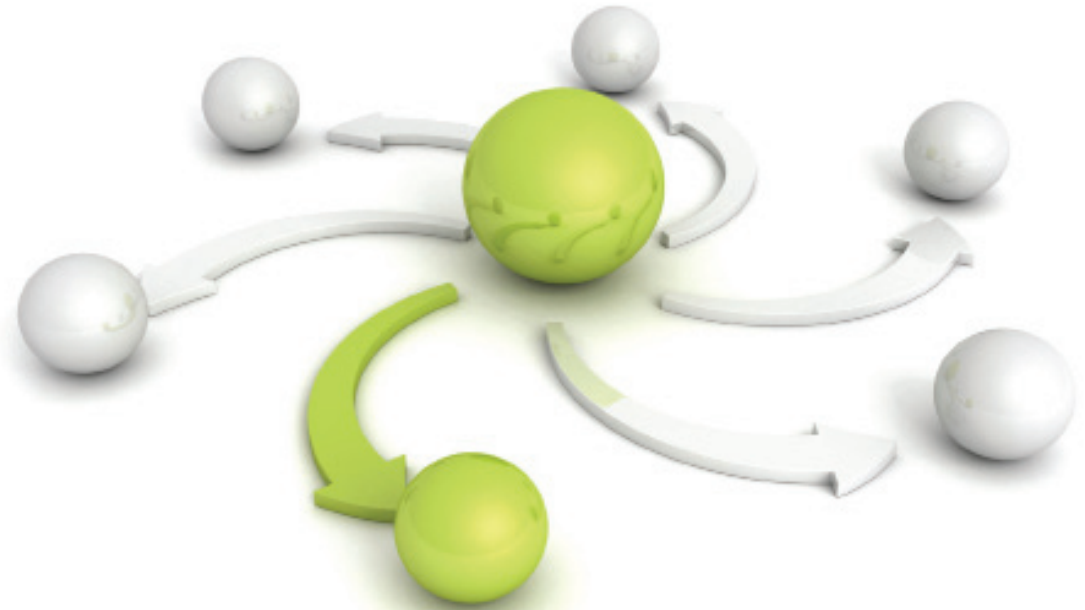


Supply Chain Management

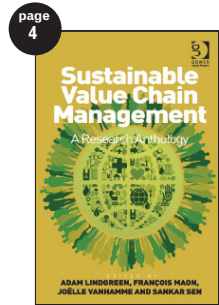
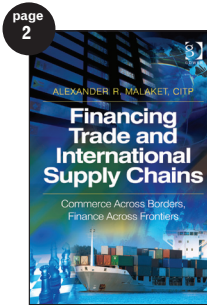
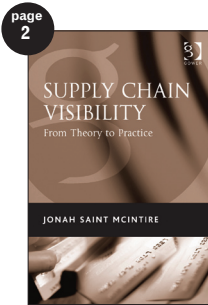


- Supply Chain
- Purchasing, Contract Management and Business Partnerships
- Outsourcing and Logistics
- Shared Services and Service Level Agreements
- Leadership

Supply Chain Management

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Applying Lean Six Sigma in the Pharmaceutical Industry

Bikash Chatterjee

Bikash Chatterjee's guide to lean manufacturing, six sigma and operational excellence in the pharmaceutical and biotech industries explores how these techniques can be applied across every aspect of the business; from the earliest processes of project selection through the clinical trial process, manufacturing and supply chain. Challenging conventional wisdom, the book offers a quality perspective on lean manufacturing and provides the latest thinking on Process Analytical Technology and the opportunities of designing for quality.

These techniques are not without their challenges – how do you balance a lean philosophy with the dramatic growth and change in the market for drugs in the developing economies? Bikash Chatterjee offers direction to an industry that is struggling to reinvent many of its processes.

June 2014	164 pages		
Hardback	978-0-566-09204-6	£75.00	\$129.95
ebook PDF	978-1-4724-2521-8		
ebook ePUB	978-1-4724-2522-5		

www.gowerpublishing.com/isbn/9780566092046

Financing Trade and International Supply Chains

Commerce Across Borders, Finance Across Frontiers

Alexander R. Malaket

'This is an essential source of reference for anyone involved in international trade and using or seeking to use short-term financing. Alexander Malaket not only provides a thorough and logical insight into how trade and supply chain finance can work for companies today, but also does this through an easy and interesting read. This is a book long overdue, and Malaket has nailed it for users and practitioners alike.'

Jonathan Bell, Managing Editor, Trade Finance Magazine, Euromoney Institutional Investor, UK

Financing Trade and International Supply Chains takes the mystery out of trade and supply chain finance. The book suggests that every trade or supply chain finance solution – no matter how elaborate – addresses some combination of four elements: facilitation of secure and timely payment, effective mitigation of risk, provision of financing and liquidity, and facilitation of transactional and financial information flow.

This valuable resource balances concept with practical insight and can help protect the financial interests of companies pursuing opportunity in international markets.

February 2014	250 pages		
Hardback	978-1-4094-5460-1	£85.00	\$149.95
ebook PDF	978-1-4094-5461-8		
ebook ePUB	978-1-4724-0366-7		

www.gowerpublishing.com/isbn/9781409454601

Supply Chain Visibility

From Theory to Practice

Jonah Saint McIntire

'Jonah McIntire brings a unique mix of academic and industry experience to his work. This allows him to guide readers of all organizational levels and experience through the theory and into the practical aspects of implementing a supply chain visibility initiative...'

Mike Early, formerly Managing Director of Logistics, Build-A-Bear Workshop, Inc

Jonah McIntire sets the stage for a new framework that empowers business leaders to connect their projects, tasks or work streams back to the strategic message that it is worth applying organizational resources to supply chain visibility. Drawing on research findings, he reviews the prerequisites needed for a successful visibility solution and suggests a visibility fitness scorecard to compare the quality of widely varying approaches. The second section of *Supply Chain Visibility* reviews in detail the eight most common types of supply chain visibility and offers a set of indicators of potential fit for each one. The book also explains how to acquire visibility technology and the available options, including guidance on best practice for in-house designed systems.

January 2014	210 pages		
Hardback	978-1-4724-1346-8	£70.00	\$119.95
ebook PDF	978-1-4724-1347-5		
ebook ePUB	978-1-4724-1348-2		

www.gowerpublishing.com/isbn/9781472413468

Competitiveness in the Real Economy

Value Aggregation, Economics and Management in the Provision of Goods and Services

Rui Vinhas da Silva

Value aggregation to goods and services is unbelievably important to the balance of trade of modern nations, yet it receives minute attention by economists and policy-makers alike.

In *Competitiveness in the Real Economy*, Rui Vinhas da Silva shows that the nature and dynamics of contemporary global competition requires a sharper focus on value aggregation. He provides a rounded, integrative and multi-disciplinary perspective linking national competitiveness, economics and management. The emphasis is on a transversal philosophy of value aggregation as a key driver of national competitiveness across sectors in the real economy and from production to the consumption of goods and services.

December 2013	410 pages		
Hardback	978-1-4094-6122-7	£80.00	\$144.95
ebook PDF	978-1-4094-6123-4		
ebook ePUB	978-1-4094-6124-1		

www.gowerpublishing.com/isbn/9781409461227

Sustainable Value Chain Management

A Research Anthology

Edited by Adam Lindgreen, François Maon, Joëlle Vanhamme and Sankar Sen

'The last two decades have seen the growing recognition in business that social and environmental problems are increasingly business problems. Initially, it was in the sectors most obviously affected, such as the resource-extraction industries, now it is becoming widely taken for granted as business people in many sectors come to see how their companies affect and are affected by forces such as climate change, resource scarcity, and population growth. As this research anthology makes amply clear, value chains are key to an effective response by companies to many of these sustainability challenges, and organizations are now starting to give attention to sustainability in managing their value chains. Drawing on a wide range of different geographical and industry perspectives, this rich collection of articles provides a basis for deeper understanding of both the sustainability challenges in value chains and the business opportunities.'

N. Craig Smith, INSEAD, Fontainebleau Cedex, France

The way organizations manage their value chain has changed dramatically over the past decade. Today, organizations take account of economic issues, but they also adopt a broader perspective of their purpose including social and environmental issues.

Yet despite its global spread, sustainable value chain management remains an uncertain and poorly defined ambition, with few absolutes. The social and environmental issues that organizations should address can easily be interpreted as including virtually everything. Current literature on the topic seeks to understand the effects and management of initiatives dealing with diversity, human rights, safety, philanthropy, community, and environment. However, the penetration of social and environmental considerations into value chain management is described as 'desire lacking reality' thereby making the idea a patchy success.

The objective of this research anthology is to investigate different angles of sustainable value chain management. The book's 27 chapters fill holes and explore new fields in this area.

October 2013	580 pages		
Hardback	978-1-4094-3508-2	£110.00	\$190.00
ebook PDF	978-1-4094-3509-9		
ebook ePUB	978-1-4094-7134-9		

www.gowerpublishing.com/isbn/9781409435082

Detecting and Reducing Supply Chain Fraud

Norman A. Katz

'Norm Katz's "eye opening" examination of fraud is required reading for anyone involved with supply chain operations. Easy to read and chock full of practical advice, the fraud detection and reduction methods will increase the efficiency and effectiveness of supply chain governance, risk management and compliance processes. This is a significant contribution to the field of operational excellence!'

Doug Ross, President and founder of Principle Dynamics

Detecting and Reducing Supply Chain Fraud is a pragmatic guide to identifying and managing sources of risk. Norman Katz includes chapters explaining each of the main categories of fraud risk: what are they, what is their significance and how are they exploited by the fraudster. He also explores both the tactical and strategic approaches that you should adopt to help detect and reduce fraud.

If you are responsible for your organization's supply chain, or perhaps involved in audit, compliance or risk management, start using *Detecting and Reducing Supply Chain Fraud* and look more closely at every aspect of your supply chain, both internal and external.

August 2012	258 pages		
Hardback	978-1-4094-0732-4	£74.00	\$134.95
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ebook ePUB	978-1-4094-6117-3		

www.gowerpublishing.com/isbn/9781409407324

Emerging Risks

A Strategic Management Guide

Edited by Catherine Antoinette Raimbault and Anne Barr

'...chapters are highly informative, well sourced and very thorough in their review of current knowledge and literature. They provide an extremely useful resource to quickly understand key risk implications in each of the areas...' Risk Management Professional (IRM)

Emerging Risks: A Strategic Management Guide restores the constructive dialogue between the business professional and the expert/scientist community, essential if companies are to anticipate, plan ahead and exploit leading edge ideas. It provides insights into some of the major emerging risks of the 21st century and then guides organizations on how to approach and manage those risks proactively in the wake of new regulation, governance and enterprise-wide risk management.

April 2012	274 pages		
Hardback	978-1-4094-4593-7	£68.00	\$124.95
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ebook ePUB	978-1-4094-5938-5		

www.gowerpublishing.com/isbn/9781409445937

Managing Project Supply Chains

Ron Basu

ADVANCES IN PROJECT MANAGEMENT SERIES

'...I found the information well grounded and a reinforcement to many of my experiences with supply chain.'
Project Management World Journal

A major project has many suppliers, contractors and customers; it has procurement and supply, demand planning and scheduling; it often lasts over several years and has longer lead times. Therefore it can be argued that the management of major projects will benefit from adopting some customized supply chain management principles, all of which are discussed in this book.

November 2011	168 pages		
Paperback	978-1-4094-2515-1	£29.00	\$59.95
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ebook ePUB	978-1-4094-5927-9		

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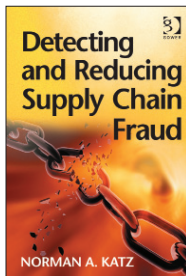
International Trade and the Successful Intermediary

Davide Giovanni Papa and Lorna Elliott

International Trade and the Successful Intermediary is designed to give independent intermediaries, potential buyers, procurement agents, mandates, lawyers, bankers and companies the fundamental skills to conduct business in the international trade arena, while increasing their knowledge and confidence to secure commission arising out of successful deals. Using real scenarios, model documents and straightforward language the book dispels the many myths relating to internet trading procedures and explains the rules and laws that must be adhered to when conducting import/export transactions.

December 2009	280 pages		
Hardback	978-0-566-08934-3	£70.00	\$119.95
ebook PDF	978-0-566-09223-7		
ebook ePUB	978-1-4094-5863-0		

www.gowerpublishing.com/isbn/9780566089343



Supply Chain in the Pharmaceutical Industry

Strategic Influences and Supply Chain Responses
Rob Whewell

Throughout history, the development and application of technology has been crucial to progress in healthcare provision. The shape that healthcare processes take will impact not only the quality of the resulting service but also the way in which suppliers of healthcare products will need to operate to make the most of their opportunities.

In this cutting edge guide to strategic supply chain management, Rob Whewell shows how to develop a strategy to protect your pharmaceutical business from key threats whether legal or illegal.

Parallel trading and counterfeit drugs, the requirements of organizations such as the FDA demanding more rigorous controls and traceability, new technologies and new ways of working with wholesalers or alternative distributors, all offer a new flexibility in manufacturing and the ability to respond to immediate opportunities or crises in any given market. The authoritatively written *Supply Chain in the Pharmaceutical Industry* provides you with the means to develop a strategic approach to supply chain that allows you to minimize risk and ensure flexibility and improved long-term profitability.

December 2009	272 pages		
Hardback	978-0-566-08695-3	£84.00	\$149.95
ebook PDF	978-0-7546-8892-1		
ebook ePUB	978-1-4094-5866-1		

www.gowerpublishing.com/isbn/9780566086953

Dynamic Supply Chain Alignment

A New Business Model for Peak Performance in Enterprise Supply Chains Across All Geographies
John Gattorna

In the 21st Century business environment, where extended organizations rely on suppliers, outsourced partners and alliances, the supply chain IS the business. Now, in the follow-up to his hugely successful *Strategic Supply Chain Alignment*, called *Dynamic Supply Chain Alignment*, John Gattorna explores how to create and sustain multiple supply chains with a level of flexibility and responsiveness that allow you to respond to opportunities and threats; how to align your suppliers, your partners AND your customers.

July 2009	440 pages		
Hardback	978-0-566-08822-3	£70.00	\$124.95
ebook PDF	978-1-4094-0247-3		
ebook ePUB	978-1-4094-5861-6		

www.gowerpublishing.com/isbn/9780566088223

See all of John Gattorna's books here
www.gowerpublishing.com/johngattorna

Measuring the Value of the Supply Chain

Linking Financial Performance and Supply Chain Decisions

Enrico Camerinelli

Enrico Camerinelli provides the supply chain manager and the chief financial officer with the means to link the value of supply chain to an organization's bottom line. He explores the problem with current supply chain metrics, shows how to close the gap between financial decisions and supply chain performance, suggests a model to provide a lingua franca for supply chain, financial and other managers throughout the company and points to ways in which new technology can help measure the value of supply chain. Using case studies and interviews with supply chain and financial experts, this book is a call to arms for financial and supply chain managers seeking to achieve strategic advantage through effective supply chain management.

April 2009	236 pages		
Hardback	978-0-566-08794-3	£79.00	\$139.95
ebook PDF	978-0-7546-8144-1		
ebook ePUB	978-1-4094-5850-0		

www.gowerpublishing.com/isbn/9780566087943

The Relationship-Driven Supply Chain

Creating a Culture of Collaboration throughout the Chain

Stuart Emmett and Barry Crocker

The authors' show how a relationship-based approach to supply chain management can transform business; and then explains how to organise your business internally for effective supply chain relationships and how to transform your external supply chain using relationship marketing, customer relationship management and supply chain partnerships.

May 2006	208 pages		
Hardback	978-0-566-08684-7	£74.00	\$134.95
ebook PDF	978-0-7546-8778-8		
ebook ePUB	978-1-4094-5801-2		

www.gowerpublishing.com/isbn/9780566086847

Supply Chain Risk

Edited by Clare Brindley

This collection, written by international scholars from the UK, US and Scandinavia, provides empirical case studies within services and manufacturing in both large and SME organizations. The findings represent a robust cross-disciplinary view of supply chains, articulating policies and strategies for organizations. This work provides the foundation for future research in this expanding area and the impact it has on managing risk within the supply chain.

September 2004	218 pages		
Hardback	978-0-7546-3902-2	£74.00	\$134.00

www.gowerpublishing.com/isbn/9780754639022

BEST SELLER

The Goal

A Process of Ongoing Improvement
THIRD EDITION

Eliyahu M. Goldratt and Jeff Cox

Written in a fast-paced thriller style, *The Goal* is the gripping novel which is transforming management thinking throughout the Western world. The author has been described by Fortune as a 'guru to industry' and by Businessweek as a 'genius'. It is a book to recommend to your friends in industry – even to your bosses – but not to your competitors.

November 2004	400 pages		
Paperback	978-0-566-08665-6	£16.95*	
Hardback	978-0-566-08664-9	£60.00*	

www.gowerpublishing.com/isbn/9780566086656

* This title is not available in North or South America

Gower Handbook of Supply Chain Management

FIFTH EDITION

Edited by John Gattorna

This book has over thirty chapters with detailed accounts of key topics and the latest developments, from e-collaboration and CRM integration, to reverse logistics and strategic sourcing, and includes case studies from Asia, Europe, and North America. It looks at all aspects of operational excellence in logistics and supply chain management. *Gower Handbook of Supply Chain Management* will help managers to benchmark their operations against the best-of-breed supply chains across the world. It provides a unique single source of expert opinion and experience.

February 2003	720 pages		
Hardback	978-0-566-08511-6	£131.00	\$235.00

www.gowerpublishing.com/isbn/9780566085116 POD

Strategic Supply Chain Alignment

Best Practice in Supply Chain Management

Edited by John Gattorna

Strategic Supply Chain Alignment brings together for the first time the world's leading logistics professionals, management consultants and academics to offer their insights and experiences on the latest supply chain management techniques. This collection of previously unpublished material offers the reader a unique opportunity to identify the hot issues, discover emerging strategies and uncover key industry and market perspectives.

June 1998	688 pages		
Hardback	978-0-566-07825-5	£105.00	\$190.00

www.gowerpublishing.com/isbn/9780566078255

See all of John Gattorna's books here
www.gowerpublishing.com/johngattorna

Strategic Alliance Handbook

A Field Guide to Strategic Business-to-Business Collaborations

Mike Nevin

The *Strategic Alliance Handbook* is a clear and complete guide to the nuts and bolts of the process behind successful collaborations. The book enables readers to understand the commercial, technical, strategic, cultural and operational logic behind any alliance and to establish an approach that is appropriate for the kind of alliance they are seeking and the partner organization(s) with whom they are working.

October 2014	290 pages		
Hardback	978-0-566-08779-0	£75.00	\$129.95
ebook PDF	978-0-7546-8142-7		
ebook ePUB	978-1-4094-7136-3		

www.gowerpublishing.com/isbn/9780566087790

Shoppernomics

How to Shorten and Focus the Shoppers' Routes to Purchase

Roddy Mullin and Colin Harper

What happens from the moment the thought of a purchase occurs, to ownership, is a journey that is impacted by media, advice, packaging and now even experiencing the product or service. Many of the impact messages are way off the target – brand managers, agencies, retailers would give their eye teeth to know when to supply what message, in what order, by what means, to persuade 'the gatekeeper to the family budget' or the B2B buyer to part with their hard-earned money as they reach the point of sale.

Shoppernomics is based heavily on facts and figures supplied by both US and UK researchers, it examines the near precise path taken by the shopper. The authors describe the drivers including the barriers, the journey to purchase itself from start with the discovery of the need, on the way to the store, in the store and after purchase and then describes how to put what messages across, at a time and in a form for greatest impact.

August 2014	220 pages		
Hardback	978-1-4724-2485-3	£70.00	\$119.95
ebook PDF	978-1-4724-2486-0		
ebook ePUB	978-1-4724-2487-7		

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Finance for Purchasing Managers

Understanding the Financial Impact of Buying Decisions

Richard France

'Professional purchasing people need to understand business finance and costing, frequently as part of an upstream Supplier Appraisal process, but also within existing relationships. As Purchasing moves to be more strategic this is evermore so. This book will be a useful resource for buyers both testing the viability of supplying organisations and also those investigating the sources of cost which Suppliers propose to include within in the goods and services they provide.'

Mike Fogg FCIPS MIAP MCFM

Richard France explores four strategic areas of expertise required of a buyer in today's environment:

Financial analysis of suppliers – this includes understanding the financial aspects of a buyer's own organisation as well as analysing key suppliers and how to use information to gain a negotiating edge.

Pricing, costing and cost modelling – including costing methods and their application and how an understanding of these can give a buyer a greater understanding when dealing with supplier quotations.

Managing resources – including budgeting and sources of finance. This shows how budgets are drawn up and the importance of understanding the implications of the buyer's decisions on a supplier's cash flow forecast.

Capital and revenue purchasing decisions and techniques – covering standard investment appraisal techniques and how these can be used for deciding on the best deal from a choice of suppliers for both capital items as well as a standard long term parts supply contract.

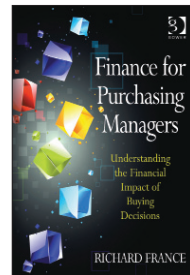
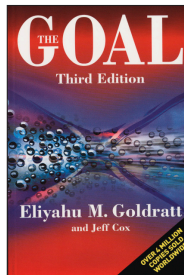
October 2013	298 pages		
Hardback	978-0-566-09171-1	£60.00	\$109.95
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Dennis Lock

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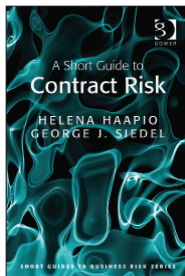
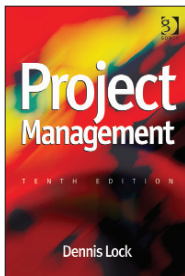
Dr Sally Brailsford, University of Southampton, UK

Dennis Lock's mastery exposition of the principles and practice of project management has been pre-eminent in its field for 45 years.

The Tenth Edition of *Project Management* explains the entire project management process in great detail, and includes brand new chapters on implementing management change projects and the role of senior management support. Everything is reinforced throughout with case examples and diagrams, many new for this edition. As with previous editions, meticulous care has been taken to ensure that the text is reader-friendly and free of unnecessary jargon, with clear diagrams and a construction that is logically organized, well indexed and simple to navigate. The result is certain to maintain this book's acclaimed status as the standard work for managers and students alike.

April 2013	574 pages			
Paperback	978-1-4094-5269-0	£35.00		\$59.95
Hardback & CD-ROM	978-1-4094-5419-9	£65.00		\$109.95
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SHORT GUIDES TO BUSINESS RISK SERIES

A Short Guide to Contract Risk

Helena Haapio and George J. Siedel,

'Risk awareness is high on every business agenda, but it is the quality of risk MANAGEMENT that really matters. This book provides invaluable ideas and practical methods for handling today's complex trading relationships. It is essential reading for anyone wanting to transform the negotiation and management of contracts from an adversarial exercise in risk allocation into a positive tool for successful business outcomes.'

Tim Cummins, President, International Association for Contract & Commercial Management

Savvy managers use contracts proactively to reach their business goals and minimize their risks. To succeed, these managers need a plan/framework and *A Short Guide to Contract Risk* provides this. It introduces the notion of contract literacy: a set of skills relevant for all who deal with contracts in their business environment. Arguing that contracts are too important to be left to lawyers alone, this short guide describes lean contracting, visualization and a number of easy-to-use tools that enable managers and lawyers to better understand each others' viewpoints and manage contract risks and opportunities.

What makes this short guide from the authors of the acclaimed *Proactive Law for Managers* especially valuable, if not unique, is its down-to-earth managerial/legal approach. It is about understanding and using legally sound contracts as managerial tools for well thought-out, realistic risk allocation in business deals and relationships.

April 2013	226 pages			
Paperback	978-1-4094-4886-0	£20.00		\$39.95
ebook PDF	978-1-4094-4887-7			
ebook ePUB	978-1-4094-7365-7			

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A Short Guide to Procurement Risk

Richard Russill

Typically, much less regard is paid to external suppliers and the risk present when dealing with them. As a minimum, suppliers are the sources of materials, services and expert attention which enables the company to feed its business model. When done well, a high-performance risk-aware procurement process provides the bonus of competitive advantage, with ability to capitalise, rather than suffer, from the occurrence of unexpected events. This short guide explains how to do it.

May 2010	142 pages			
Paperback	978-0-566-09218-3	£20.00		\$39.95
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ebook ePUB	978-1-4094-5874-6			

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Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries

The Commercialization of Intellectual Property
Martin Austin

Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries is an assessment of the turbulent state of pharmaceutical and biotechnology markets as we enter the second decade of the 21st century. At the same time, the book offers a cautionary evaluation of the future financing of innovation in terms of what's gone wrong and how to succeed in the future. Martin Austin explores the challenge that the pharmaceutical (and related) industries face in terms of balancing short term, cost containment and expenditure control in areas such as internal research and development; whilst embracing in-licensing and the acquisition of innovative therapies to counteract their impending portfolio weaknesses in the mid to longer term.

November 2012	190 pages		
Hardback	978-1-4094-5079-5	£74.00	\$134.95
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ebook ePUB	978-1-4094-8483-7		

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Partners for Good

Business, Government and the Third Sector
Tom Levitt

'An excellent navigation through the fog of private, public and voluntary sector coalescence which highlights the huge mutual benefit of getting cross-sector partnerships right as well as the significant current untapped opportunities.'

Pam Webb, Head of Zurich Community Trust (UK) Ltd

The third sector has increased its business capacity through the experience gained from a decade of providing commissioned services to the public sector. Society today expects employers to do more to engage with both communities and good causes and the business case for doing so can be and is being made. But business also realises that charities do conscience better than they can and so co-working is increasingly being sought. In *Partners for Good*, Tom Levitt points the way to successful partnerships at local, national and international levels.

June 2012	268 pages		
Hardback	978-1-4094-3437-5	£55.00	\$99.95
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Creating Collaborative Advantage

Innovation and Knowledge Creation
in Regional Economies

Edited by Hans Christian Garmann Johnsen
and Richard Ennals

This book is about the language, concepts and practice of creating 'collaborative advantage'. There is an emerging new collaborative economic order where innovation results from an integrated process of collaboration between policymakers, business and society. In many parts of the world, the focus for this collaboration is neither at national level nor that of the individual enterprise, but at a regional level. The contributions in *Creating Collaborative Advantage* examine new trends in innovation policy that reflect this collaborative thinking and regional focus.

May 2012	298 pages		
Hardback	978-1-4094-0333-3	£74.00	\$134.95
ebook PDF	978-1-4094-0334-0		
ebook ePUB	978-1-4094-6008-4		

www.gowerpublishing.com/isbn/9781409403333

Winning Your Rebid

How to Retain Contracts through Successful
Competitive Rebids

Nigel Thacker

'The book does a good job of reminding the reader that planning and organizing an engagement or project with an eye toward the future and a continuation of a business relationship is a best practice rather than being solely focused on the current circumstances...'

PM World Journal

Losing any contract during the rebid phase has a major impact on a business. Investment in time, effort and resources on rebids can underpin significant increases in growth, at a lower cost than from new business alone.

Winning Your Rebid will help incumbent contractors to increase their chances of retaining an existing contract which, whilst it includes the skills of bidding for new contracts, requires a significantly different set of actions and processes in order to be consistently successful. The book takes the reader through all the preparations over the period of a contract that will put them in the best position to win their rebid, and gives advice, techniques and ideas for how to run and deliver it successfully.

April 2012	170 pages		
Hardback	978-1-4094-4035-2	£68.00	\$124.95
ebook PDF	978-1-4094-4036-9		
ebook ePUB	978-1-4094-5937-8		

www.gowerpublishing.com/isbn/9781409440352

Interactive Business Communities

Accelerating Corporate Innovation through Boundary Networks

Mitsuru Kodama

'Using detailed case studies, Interactive Business Communities discusses the theory of, and demonstrates various real applications of knowledge creating activities in the interactive business communities that characterize modern corporate innovation management. The book presents new and creative business model concepts called Hybrid Innovation, Boundary Vision and Boundary Networks, and provides both business practitioners and academics with valuable new insights.'

Tomotsu Shibata, Professor Graduate School of Economics and Management, Tohoku University

In *Interactive Business Communities*, Kodama shows how a new business approach can enable managers to access, share and integrate diverse knowledge both inside and outside the divergence using Boundary Networks to operate across more formal organizational and knowledge boundaries at all levels. Business educators, researchers and senior executives responsible for strategy, particularly in high-tech industries, will find insights and ideas to tackle market and business discontinuities of the 21st century.

December 2011	232 pages			
Hardback	978-0-566-08928-2	£74.00	\$134.95	
ebook PDF	978-0-566-08929-9			
ebook ePUB	978-1-4094-5950-7			

www.gowerpublishing.com/isbn/9780566089282

Business Contracts Handbook

Charles Boundy

Anyone in business is liable to need an understanding of the contract process so they can comprehend the background, anticipate the issues, plan the structure and identify the key points. Rather than teach the law to managers, Charles Boundy provides you with advice, explanation and guidance to make sure the contracts you negotiate for your organization are an effective representation, properly negotiated and recorded, so that they can be confidently relied on. After all, having gone to the trouble of making the business case for a project, building a strong relationship and laying the foundations, it is in your interest, as the manager responsible, to make sure the deal enables you to realise the benefit of the agreement.

January 2010	442 pages			
Hardback	978-0-566-08856-8	£89.00	\$154.95	
ebook PDF	978-0-566-09222-0			
ebook ePUB	978-1-4094-5865-4			

www.gowerpublishing.com/isbn/9780566088568

Advising Upwards

A Framework for Understanding and Engaging Senior Management Stakeholders

Edited by Lynda Bourne

Building, and managing, relationships with senior (upwards) stakeholders is essential for success. *Advising Upwards* makes a detailed examination of stakeholder relationship management, starting with a discussion of the personal changes that senior managers must make as they move into executive roles in the organisation, and recognising that through targeted and purposeful communication the team must ensure that their senior stakeholders understand how best to support their work. Case studies and stories from experts illustrate practical, structured approaches that enable the teams to develop robust relationships with senior stakeholders that will result in their 'being heard' and 'being extraordinary'.

September 2011	340 pages			
Hardback	978-0-566-09249-7	£84.00	\$149.95	
ebook PDF	978-1-4094-3430-6			
ebook ePUB	978-1-4094-5920-0			

www.gowerpublishing.com/isbn/9780566092497

Stakeholder Relationship Management

A Maturity Model for Organisational Implementation
Lynda Bourne

This book has two specific purposes. Firstly, it is a 'how-to' book to provide the fundamental processes and practices to support either individuals or organisations in improving stakeholder management in endeavours such as projects, program management offices (PMO). This means it can also be used in supporting organisational survival during mergers and acquisitions, preparing for the tender bidding, marketing campaigns. Secondly, for organisations that have recognised the importance of stakeholder engagement to their success, it is a guidebook for assessing their current maturity regarding implementation of stakeholder relationship management and a series of guidelines and milestones for achieving their preferred level of maturity.

October 2009	242 pages			
Hardback	978-0-566-08864-3	£70.00	\$119.95	
ebook PDF	978-0-566-09193-3			
ebook ePUB	978-1-4094-5859-3			

www.gowerpublishing.com/isbn/9780566088643

The Contract Scorecard

Successful Outsourcing by Design

Sara Cullen

An upfront investment in your contracts, from a commercial rather than legal perspective is probably the single most influential activity you can undertake; one that will ensure your outsourcing relationships have clear business goals as the focus of the deal. Reading a copy of Sara Cullen's *The Contract Scorecard* should be the first step in that investment.

April 2009	266 pages		
Hardback	978-0-566-08793-6	£70.00	\$140.00
ebook PDF	978-0-7546-8171-7		
ebook ePUB	978-1-4094-5846-3		

www.gowerpublishing.com/isbn/9780566087936

The Bid Manager's Handbook

REVISED EDITION

David Nickson

Winning significant business on the right terms is an increasingly complex, challenging and time-consuming task, and a successful bid is a vital part of any business offering its services or products to another. This book will help you to enhance the probability of success in winning bids at the desired margins and to set up and run effectively a bid management team. The revised edition expands on the writing and editorial side of the bid, the use of bid management software and the bid review process.

May 2008	234 pages		
Hardback	978-0-566-08847-6	£74.00	\$134.95
			POD

www.gowerpublishing.com/isbn/9780566088476

The Project Manager's Guide to Purchasing

Contracting for Goods and Services

Garth Ward

This very practical guide describes the whole process of contracting for goods and services, from selecting tenderers to placing a contract. It details the key topics that are necessary for success, such as contract strategy, contract types, contract law and evaluating tenders. Whilst the book also addresses the project context in which purchasing takes place, the subject matter could equally be applied to any business context.

March 2008	232 pages		
Hardback	978-0-566-08692-2	£70.00	\$124.95
ebook PDF	978-0-7546-8129-8		
ebook ePUB	978-1-4094-5817-3		

www.gowerpublishing.com/isbn/9780566086922

The Global Business Handbook

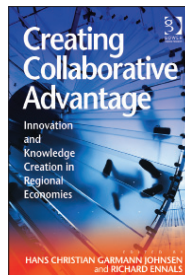
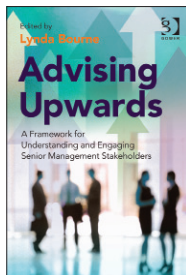
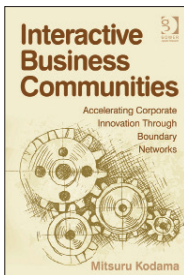
The Eight Dimensions of International Management

Edited by David Newlands and Mark J. Hooper

The Global Business Handbook is based on the structure of the very successful IÉSEG International School of Management's programme on international management. Concentrating on the big developments that are currently happening internationally, the book considers how managers operating in the global business landscape must change what they do to create advantages and remain competitive.

February 2009	612 pages		
Hardback	978-0-566-08747-9	£60.00	\$109.95
ebook PDF	978-0-7546-8137-3		
ebook ePUB	978-1-4094-5889-0		

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Successful Outsourcing and Multi-Sourcing

Derek Parlour

The author is a practitioner heading an operation that handles 400 million customer contacts a year with less than 30 staff, through both outsourcing and multi-sourcing. As well a focus on multi-sourcing, the book addresses the question of why a business should outsource in the first place and how decisions to do this should be strategic, rather than it being something that happens by accident. This book serves as a valuable source of practical guidance for organisations looking at outsourcing strategy, outsourcing professionals, and those teaching or studying business topics.

August 2014	180 pages		
Hardback	978-1-4724-2646-8	£65.00	\$109.95
ebook PDF	978-1-4724-2647-5		
ebook ePUB	978-1-4724-2648-2		

www.gowerpublishing.com/isbn/9781472426468

Energy Management in Business

The Manager's Guide to Maximising and Sustaining Energy Reduction

Kit Oung

'Compulsory reading in any organization seeking to reduce its energy consumption.'

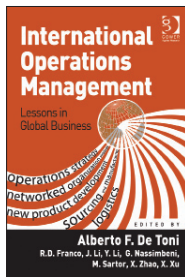
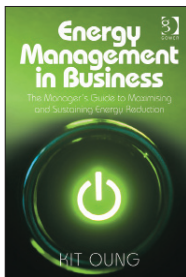
Luc Hens, International Journal of Environment and Pollution

This book offers distilled practical concepts with real life case studies chosen to build insight, and illustrate how managers and engineers can relate to a broad range of energy reduction opportunities.

Energy Management in Business places the process firmly in the context of commercial and industrial business practice.

January 2013	278 pages		
Hardback	978-1-4094-5245-4	£55.00	\$99.95
ebook PDF	978-1-4094-5246-1		
ebook ePUB	978-1-4724-0245-5		

www.gowerpublishing.com/isbn/9781409452454



International Operations Management

Lessons in Global Business

Edited by Alberto F. De Toni

'With the rapid globalization of trade and business, managers are increasingly faced with the challenges to manage operations across national boundaries. Drawing on the rich experience and profound expertise of a group of talented scholars in the field, International Operations Management is a timely reference that will help managers of international operations to grapple with and address the related issues.'

T. C. E. Cheng, Chair Professor of Management, The Hong Kong Polytechnic University

International Operations Management: Lessons in Global Business, uses a fascinating selection of case studies researched during the international operations management project sponsored by the European Commission. Throughout, the authors compare the Western and Eastern approaches to business, and introduce theory to clarify the comparison and the real consequences of internationalisation.

With its balance of theoretical and applied content, this volume serves as both a primary and supplementary source for higher level students and educators, and as a worthwhile read for interested practitioners.

December 2011	288 pages		
Hardback	978-1-4094-0329-6	£39.95	\$79.95
ebook PDF	978-1-4094-0330-2		
ebook ePUB	978-1-4094-6006-0		

www.gowerpublishing.com/isbn/9781409403296

Just-in-Time Logistics

Kee-hung Lai and T.C.E Cheng

Just-in-Time Logistics extends the JIT concept in manufacturing to business logistics, an area that has been observed to account for more than 30 per cent of sales revenue for some firms. It gives you an overview and an introduction of JIT logistics, and provides managerial insights on how to achieve improved logistics performance in terms of cost and service enhancements. A discussion of the quality, implementation, and performance measurement issues related to the application of JIT in business logistics is also presented.

July 2009	206 pages		
Hardback	978-0-566-08900-8	£74.00	\$134.95
ebook PDF	978-0-566-09216-9		
ebook ePUB	978-1-4094-5849-4		

www.gowerpublishing.com/isbn/9780566089008

Outsourcing IT – The Legal Aspects

Planning, Contracting, Managing and the Law
SECOND EDITION

Rachel Burnett

Whether you are a supplier or a customer, it is vital to have a properly negotiated formal contract if you are entering into an outsourcing arrangement. A good contract needs careful planning and this book provides a comprehensive guide to the whole process. Well-planned and well-structured outsourcing arrangements, by well-informed and well-advised customers, are far more likely to work for both customer and supplier alike and *Outsourcing IT – The Legal Aspects: Planning, Contracting, Managing and the Law* is the perfect place to start.

March 2009	254 pages		
Hardback	978-0-566-08597-0	£79.00	\$139.95
ebook PDF	978-0-7546-9415-1		
ebook ePUB	978-1-4094-5843-2		

www.gowerpublishing.com/isbn/9780566085970

Outsourcing Energy Management

Saving Energy and Carbon through Partnering

Steven Fawkes

This book offers a comprehensive guide to outsourcing energy management, discussing the risks and benefits and taking managers through the process of deciding whether to outsource or not, and finding and assessing an outsourcing partner.

April 2007	218 pages		
Hardback	978-0-566-08712-7	£79.00	\$139.95

www.gowerpublishing.com/isbn/9780566087127

Global Outsourcing Strategies

An International Reference on Effective Outsourcing Relationships

Edited by Peter Barrar and Roxane Gervais

Global Outsourcing Strategies is a state-of-the-art guide to the best lessons to be learned for successfully implementing and outsourcing projects. The 22 chapters provide information on the different facets of the outsourcing process, such as contract negotiation, the risks involved in outsourcing, the need for service level agreements, the critical requirements needed to build and sustain outsourcing relationships, and ethical supply chain issues. There are also sections exploring the impact of outsourcing on organizational structures; the long term effects; legal issues; management control and inter-firm relationships; as well as case studies from both the public and private sector on the practical side of outsourcing. The book will appeal to practitioners and researchers alike.

January 2007	346 pages		
Hardback	978-0-566-08624-3	£89.00	\$154.00

www.gowerpublishing.com/isbn/9780566086243

Strategic HR

Building the Capability to Deliver

Peter Reilly and Tony Williams

This book sets out a vision of where HR might be headed, including a definition of its future role and activities. It identifies a number of challenges that HR will have to face if it is to be effective. These include not just skills, but problems with structures and relationships with stakeholders. The authors also highlight ways of monitoring HR performance and of demonstrating its value. It all adds up to an authoritative reference guide for all HR directors seeking to define their role and future aims, for those new to the function on the challenges they will face, and for senior executives on what they should expect the added value to be from their HR function.

November 2006	242 pages		
Hardback	978-0-566-08674-8	£79.00	\$139.95
ebook PDF	978-0-7546-8312-4		
ebook ePUB	978-1-4094-5791-6		

www.gowerpublishing.com/isbn/9780566086748 POD

Outsourcing Clinical Development

Strategies for Working with CROs and Other Partners

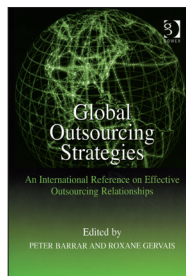
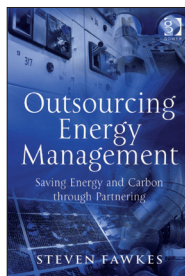
Edited by Jane E. Winter and Jane Baguley

The pharmaceutical outsourcing function is as complex and as influential a process as the clinical trials themselves. *Outsourcing Clinical Development*, with a powerful mix of perceptive insight from leading lights in the industry, advice on long-term strategic direction and tools for immediate help is a must-have read for pharmaceutical companies and the CROs that support them.

February 2006	192 pages		
A4 Hardback	978-0-566-08686-1	£104.00	\$190.00
ebook PDF	978-0-7546-8556-2		
ebook ePUB	978-1-4094-5795-4		

www.gowerpublishing.com/isbn/9780566086861

12



Going Global

Managing the HR Function Across Countries and Cultures

Cat Rickard, Jodi Baker and Yonca Crew

GOWER HR TRANSFORMATION SERIES

Going Global outlines the types of activity and capability that are needed to establish an HR function able to support business operations at a regional or global level. It focuses on two areas, the decision to go global and, once taken, the activities needed to deliver a global HR function.

The Gower HR Transformation Series uses a blend of conceptual frameworks, practical advice and global case study examples to cover each of the main elements of the HR transformation process. Together, the eight titles create a definitive guide from one of the leading specialist HR transformation consultancies.

September 2009	120 pages		
Paperback	978-0-566-08823-0	£32.00	\$64.95
ebook PDF	978-0-7546-8134-2		
ebook ePUB	978-1-4094-5855-5		

www.gowerpublishing.com/isbn/9780566088230

For more information on this series please visit www.gowerpublishing.com/HRTransformation

Shared Services in Local Government

Improving Service Delivery
Ray Tomkinson

By using extensive case studies drawn from across local councils in England, Ray Tomkinson explains the implications of sharing service delivery, addresses concerns about loss of control and accountability, and demonstrates the potential advantages. He shows how to set up collaborative ventures, formal partnerships, shared service centres or special purpose vehicles, while pointing out possible pitfalls, thus enabling senior managers to follow all the necessary project steps to create an appropriate shared service.

November 2007	234 pages		
Hardback	978-0-566-08723-3	£74.00	\$134.95

www.gowerpublishing.com/isbn/9780566087233

HR Business Partners

Ian Hunter, Jane Saunders, Allan Boroughs and Simon Constance

This book highlights the changes and challenges to the role of the HR Business Partner. It explores the emerging service delivery models for the HR function (in particular the development of shared services and outsourcing options) and what this means for the HR Business Partner (HR-BP) in the modern enterprise.

January 2006	184 pages		
Hardback	978-0-566-08625-0	£68.00	\$124.95
ebook PDF	978-0-7546-8299-8		
ebook ePUB	978-1-4094-5786-2		

www.gowerpublishing.com/isbn/9780566086250 POD

Shared Services in Finance and Accounting

Tom Olavi Bangemann

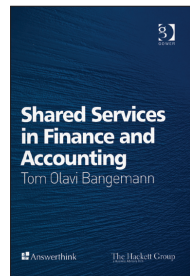
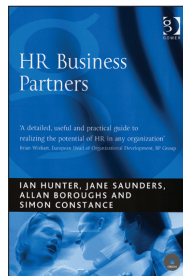
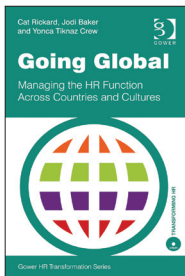
Most large companies worldwide today have some kind of shared services concept in place. Over half of the medium and large companies are currently engaged in some kind of shared service project activity. The investment in shared services is always calculated in millions. In other words, the costs of getting it right (or getting it wrong) can be huge. *Shared Services in Finance and Accounting* is a concise blueprint for identifying, assessing, designing, implementing and improving the process for shared services in the finance and accounting function.

Tom Bangemann focuses on critical success factors, the people issues involved, and learning from other people's big mistakes. The book includes a variety of real life examples and real benchmarking data, performance metrics and best practices. The section on implementation is based on a proven five-phase methodology and explains the steps and activities involved as well as showing examples of the deliverables and the results you can expect.

Any CEO, MD, CFO, Finance Director and senior finance people will find this book a 'must-have' guide to the process before they start and an excellent benchmark against which to measure the performance of any existing shared service operation.

March 2005	262 pages		
Hardback	978-0-566-08607-6	£70.00	\$119.95

www.gowerpublishing.com/isbn/9780566086076



International Multi-Unit Leadership

Developing Local Leaders in International Multi-Site Operations

Chris Edger

International Multi-Unit Leadership looks at 'leading from the middle' in international service-based subsidiaries. The book captures the zeitgeist of internationalizing hospitality, retail, service and leisure organizations facing challenges in relation to technology spread, divergent national cultures and emergent local competition. It addresses the conundrum that most regional, area and district managers face, generating commitment amongst unit managers and team members, whilst coping with their firm's country of origin-based agendas.

The author examines how high-performance MULs manage paradox and ambiguity in an international context and how organizations can deliver local effectiveness within a strategic framework determined by a policy-making centre hundreds or thousands of miles away.

November 2013	240 pages			
Hardback	978-1-4094-6070-1	£70.00	\$119.95	
ebook PDF	978-1-4094-6071-8			
ebook ePUB	978-1-4094-6072-5			

www.gowerpublishing.com/isbn/9781409460701

Effective Multi-Unit Leadership

Local Leadership in Multi-Site Situations

Chris Edger

In his book, *Effective Multi-Unit Leadership* – full of up-to-date case studies – Chris Edger advances an Integrated Model of MUL that elucidates how key activities (sales-led service, systems and standards – 3Ss) are driven through behavioural practices (commitment, control and change – 3Cs) underpinned by MUL personal characteristics (expertise, emotional intelligence and energy – 3Es). Central to this model is the notion of 'portfolio optimisation through social exchange' (POSE) where MULs apply 'local leadership', leveraging their portfolios through the deft application of exchange-based currencies. As such, this book provides an essential guide to practitioners and academics on the art and science of Effective Multi-Unit Leadership.

October 2012	328 pages			
Hardback	978-1-4094-2432-1	£75.00	\$129.95	
ebook PDF	978-1-4094-2433-8			
ebook ePUB	978-1-4094-6041-1			

www.gowerpublishing.com/isbn/9781409424321

Corporate Community Involvement

A Visible Face of CSR in Practice

Bilge Uyan-Atay

'We know little about corporate community involvement in developing and advanced developing economies and this interesting study starts to fill this gap by providing an insightful analysis of corporate community involvement in Turkey. The analysis draws on a fascinating primary data set which is strengthened by extensive interviewing in indigenous Turkish companies.'

Andrew Millington, University of Bath School of Management, UK

There has been tremendous growth in CCI projects in recent years and the projects incorporated into some companies' strategy implementation are now so extensive that they are having a profound impact on community development.

In *Corporate Community Involvement*, Bilge Uyan-Atay examines CCI as a distinct manifestation of CSR and the nature of the relationship between business and society. She asserts that CCI has been described in a piecemeal way and past research has been geographically narrow, failing to take account of different institutional contexts and uncover a more holistic perspective.

Dr Uyan-Atay's systematic analysis of CCI behaviours in Turkey provides a comparative research context that is distinct from other environments within which CCI has hitherto been studied. She explores economic, strategic, cultural and institutional influences on CCI and goes a long way to clearing up ambiguity or confusion about where CCI sits as a manifestation of CSR in action.

February 2014	220 pages			
Hardback	978-1-4724-1244-7	£70.00	\$119.95	
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ebook ePUB	978-1-4724-1246-1			

www.gowerpublishing.com/isbn/9781472412447

The Business Leader's Guide to the Low-carbon Economy

Larry Reynolds

Larry Reynolds shows how successful organisations are already learning to be more energy efficient, manage their carbon footprint, adapt to climate change and become truly sustainable. As well as explaining how to future-proof your organisation against possible threats, his book tells you how to make the most of the many opportunities that the low-carbon economy will bring, especially in growing profits from new products and services. It is your guide to creating an organisation that will thrive in the twenty-first century.

November 2012	234 pages			
Hardback	978-1-4094-2351-5	£68.00	\$124.95	
ebook PDF	978-1-4094-2352-2			
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