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NEW RELEASE



Handbook of Financial Econometrics

Edited by:

Yacine Ait-Sahalia

Department of Economics, Princeton University

Lars Hansen

University of Chicago

A Volume in the Handbooks in Finance Series.

DESCRIPTION:

This collection of original articles—8 years in the making—shines a bright light on recent advances in financial econometrics. From a survey of mathematical and statistical tools for understanding nonlinear Markov processes to an exploration of the time-series evolution of the risk-return trade-off for stock market investment, noted scholars Yacine Ait-Sahalia and Lars Peter Hansen benchmark the current state of knowledge while contributors build a framework for its growth. Whether in the presence of statistical uncertainty or the proven advantages and limitations of value at risk models, readers will discover that they can set few constraints on the value of this long-awaited volume.

ISBN: 978-0-444-50897-3

PUB DATE: September 2009

LIST PRICE: \$149.95

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 828

TRIM SIZE: 7.5w x 9.25h "

AUDIENCE: Primarily university, research, and major public libraries with finance and economics holdings; also academics in finance and economics, and market professionals

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS /
Economics / General

BISAC CODES: BUS069000

MARKETING: Solo email campaigns to internal lists BKS, PTS and TEC, external to MDR. Include in ASSA and FMA pre- and post-conf mailings and exhibit and confs.

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CM/81/Bur - May 2009 Package

Ait-Sahalia: Handbook of Financial Econometrics (978-0-444-50897-3)

TABLE OF CONTENTS:

- 1: Operator Methods for Continuous-Time Markov Processes- Yacine Aït-Sahalia, Lars Peter Hansen
- 2: Parametric and Nonparametric Volatility Measurement- Torben G. Andersen, Tim Bollerslev, Francis Diebold
- 3: Nonstationary Continuous-Time Processes- Federico M. Bandi, Peter C.B. Phillips
- 4: Estimating Functions for Discretely Sampled Diffusion-Type Models- Bo M. Bibby, Martin Jacobsen, Michael Sørensen
- 5: Portfolio Choice Problems- Michael W. Brandt
- 6: Heterogeneity and Portfolio Choice: Theory and Evidence- Stephanie E. Curcuru, J. Heaton, Deborah Lucas, Damien Moore
- 7: Analysis of High Frequency Data- Robert F. Engle, Jeffrey R. Russell
- 8: Simulated Score Methods and Indirect Inference for Continuous-time Models- A. Ronald Gallant, G. Tauchen
- 9: The Econometrics of Option Pricing- Rene Garcia, E. Ghysels, Eric Renault
- 10: Value at Risk- Christian Gourieroux, J. Jasiak
- 11: MCMC Methods for Continuous-Time Financial Econometrics- Michael Johannes, Nicholas Polson
- 12: Measuring and Modeling Variation in the Risk-Return Trade-off - Martin Lettau, Sidney C. Ludvigson
- 13: Affine Term Structure Models- Monika Piazzesi
- 14: The Analysis of the Cross Section of Security Returns- Ravi Jagannathan, Giorgios Skoulakis, Zhenyu Wang
- 15: Option Pricing Bounds and Statistical Uncertainty- Per A. Mykland

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NEW RELEASE



Bestselling guide to the practical application of PRINCE2 for project success—more than 15,000 copies of 2e sold worldwide!

PRINCE2: A Practical Handbook, 3e

Colin Bentley

Project management consultant and former Chief Examiner in PRINCE2® for the Association for Project Management Group, UK

KEY FEATURES:

- Revised and updated throughout to match the details and requirements of the 2009 PRINCE2® manual
- Provides the valuable, practical real-world guidance project managers need to put the PRINCE2 method into practice in different project contexts
- An affordable alternative to expensive training to help project managers develop their skills and careers

DESCRIPTION:

PRINCE2® (PProjects IN Controlled Environments) is a widely used and internationally recognized process model for project management that sets a framework for best practice and is flexible enough to be applied regardless of geography, industry or size. More than 250,000 project managers had taken and passed the PRINCE2® practitioner exam up to the end of 2006, and there are now, on average, 3,000 candidates taking PRINCE2® exams worldwide every week.

While the official PRINCE2® manual published by TSO provides detail on the process model and core syllabus information that candidates will be tested on, it is dense, dry and lacks practical, real-world direction on how to make the theory work for daily project management. *PRINCE2: A Practical Handbook, 3e* is the antidote—a readable, practical reference book with real-life examples and case studies, links between related components and processes, and guidance on how to adapt the method to suit the context and project size.

Intended for those looking to further their reading in preparation for the PRINCE2® examinations, keep their knowledge and skills up-to-date to maintain registered status or apply the theory of PRINCE2 to everyday project work after certification, *PRINCE2: A Practical Handbook* is an affordable alternative to expensive training and an indispensable addition to every project management bookshelf.

RELATED TITLES:

PRINCE2 Revealed, BH/Elsevier, 280pp, Paperback, Dec 2005, ISBN: 9780750666725, £29.99 / \$54.95 **New edition due Sept/Oct 2009**

Managing Successful Projects with PRINCE2 (aka 'The PRINCE2 Manual'), OGC/TSO, May 2005, 457 pp, Paperback, ISBN-13: 9780113309467, £65.00 / \$120

ISBN: 978-1-85617-822-8

PREVIOUS EDITION ISBN:
978075065330

PUB DATE: October 2009

LIST PRICE: \$74.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 416

TRIM SIZE: 6w x 9h "

AUDIENCE: Practicing project managers across all industry sectors; Project and general managers undertaking CPD in the project management area; PRINCE2 practitioner exam candidates and registered PRINCE2 practitioners.

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / General

BISAC CODES: BUS041000,
BUS000000

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NB/23/Kid - May 2009 Package

Bentley: PRINCE2: A Practical Handbook, 3e (978-1-85617-822-8)

TABLE OF CONTENTS:

Introduction; Starting up a project; Initiating a project (IP); Directing a project (DP); Controlling a stage (CS); Managing project delivery (DP); Managing stage boundaries (SB); Closing a project (CP); Planning (PL); Project organization; Plans; Project controls; Stages; Quality; The management of risk; Change control; Configuration management; Business case; Product-based planning; Quality review; Project filing; Project management team roles; Product descriptions; Forms; Scaleable Smaller Projects; A Matrix Approach; A Scaled-Down Project Life Cycle; Chiselling Away; Summary.

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NEW RELEASE

B H

Essential introduction and demystifying guide to PRINCE2 from former chief examiner and PRINCE2 expert

PRINCE2 Revealed, 2e

Colin Bentley

Project management consultant and former Chief Examiner in PRINCE2® for the Association for Project Management Group, UK

KEY FEATURES:

- Revised and updated throughout to match the details and requirements of the 2009 PRINCE2® manual
- Provides a concise introduction to the basics and underlying principles of PRINCE2® for those wanting to get quickly up to speed and prepare for PRINCE2® training and application
- Starts from a more accessible level than the dry, detailed official manuals to ease readers into the topic and put the method into a real-world context

DESCRIPTION:

PRINCE2® (PProjects IN Controlled Environments) is a widely used and internationally recognized process model for project management that sets a framework for best practice and is flexible enough to be applied regardless of geography, industry or size.

There are, on average, 3,000 candidates taking PRINCE2® exams worldwide every week, but the high-level coverage of the official PRINCE2® manuals published by TSO means that candidates commonly struggle to find the basic, introductory information they need to prepare for courses and exam study.

PRINCE2 Revealed, 2e, is the perfect introduction—an accessible, readable, end-to-end overview of the complex PRINCE2® method, showing readers how it can benefit them and helping them to prepare for PRINCE2® training and study.

Intended for general and project managers across all industry sectors with an interest in PRINCE2 as well as pre-course PRINCE2® training/exam delegates, *PRINCE2 Revealed* is an essential first PRINCE2® reference for those already versed in project management.

RELATED TITLES:

PRINCE2: A Practical Handbook, 2e, BH/Elsevier, 400pp, Dec 2001, ISBN: 978075065330, £41.99 / \$72.95 **New edition due Aug/Sept 2009**

Managing Successful Projects with PRINCE2 (aka 'The PRINCE2 Manual'), OGC/TSO, May 2005, 457 pp, Paperback, ISBN-13: 9780113309467, £65.00 / \$120

ISBN: 978-1-85617-813-6

PREVIOUS EDITION ISBN:
9780750666725

PUB DATE: September 2009

LIST PRICE: \$54.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 280

TRIM SIZE: 6w x 9h "

AUDIENCE: General managers and project/programme managers across all industry sectors; Pre-course PRINCE2 training/exam delegates.

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Information Management

BISAC CODES: BUS041000, BUS000000, BUS083000

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Bentley: PRINCE2 Revealed, 2e (978-1-85617-813-6)

TABLE OF CONTENTS:

Introduction; An Overview of PRINCE2; The Project Mandate; Appointing the Executive; Appointing the Project Manager; Designing a Project Management Team; Decision Making; Writing a Project Brief; Writing Acceptance Criteria; Configuration Management; The Business Case; Project Issues; Quality; Risk; Setting Tolerances; Refining the Business Case & Risks; Planning; Writing a Product Description; Creating a Work Package; Assessing Progress; Highlight Report; On Taking Over From Another Project Manager; End Project Report; Follow-on Action Recommendations; Lessons Learned Report; Post Project Review Plan; Summary.

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NEW RELEASE



A comprehensive and accessible survey of the current state of the field of agricultural economics

Handbook of Agricultural Economics

Agricultural Development: Farm Policies and Regional Development

Edited by:

Robert E. Evenson

Yale University, New Haven, CT, U.S.A.

Prabhu Pingali

FAO/UN, Rome, Italy

A Volume in the Handbooks in Economics Series.

DESCRIPTION:

Advances in agriculture offer many countries the best and only chance of reducing poverty. Yet economic growth and population increases are driving higher demand for food and rising real prices. What solutions have successfully promoted agriculture? This volume examines national and international food agriculture policies and how they enhance agricultural productivity growth. It provides unique historical reviews on policies and their effects, and it clearly articulates both positive and negative lessons for promoting agriculture lead growth. With chapters written by international authorities, this book recognizes that agriculture is not just about providing food for today, but about growing it in an environmentally sustainable way that can help people work their ways out of poverty. Chapters cover international macro-economic policies and trade, farm structure in developing countries, regional experiences in agriculture, and regional studies on agricultural productivity policies.

RELATED TITLES:

Evenson and Pingali: Handbook of Agricultural Economics (Jun 2007, ISBN-10/13: 0-444-51873-8/ 978-0-444-51873-6)

Gardner and Rausser: Handbook of Agricultural Economics (Dec 2001, ISBN-10/13: 0-444-82588-6/ 978-0-444-82588-9)

Gardner and Rausser: Handbook of Agricultural Economics (Dec 2002, ISBN-10/13: 0-444-51081-8/ 978-0-444-51081-5)

ISBN: 978-0-444-51874-3

PUB DATE: September 2009

LIST PRICE: \$145.95

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 900

TRIM SIZE: 7.75w x 9.375h "

AUDIENCE: Graduate students, researchers and professionals working or interested in the area of agricultural economics.

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS / Economics / General, BUSINESS & ECONOMICS / Econometrics

BISAC CODES: BUS069000, BUS021000

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CM/81/Bur - May 2009 Package

Evenson: Handbook of Agricultural Economics (978-0-444-51874-3)

TABLE OF CONTENTS:

Overview

Part I - Policies.

Part II - Farm Structure.

Part III - Aid to Farmers.

Part IV - Regional Experiences.

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NEW RELEASE



Make change initiatives work in your organization with this practical new guide to developing your change leadership skills and the capabilities of others.

Developing Change Leaders

The Principles and Practices of Change Leadership Development

Malcolm Higgs

Professor of HR Management and Organisation Behaviour at Southampton University School of Management, UK

Paul Aitken

Managing Director of Aitken Partners, a consultancy based in Taunton, and Visiting Fellow at Henley Management College, UK

KEY FEATURES:

- Based on the authors' real-life experience of designing development programs and coaching individual change leaders to help readers increase their skills without the need for expensive consultancy and training on change leadership
- Structured in three parts to provide a flexible resource that considers the contemporary context of change leadership, values and leadership culture, and broader organizational considerations that impact on the nature, development and impact measurement of change leadership capability
- Concludes with an overarching framework for use and adaptation by those responsible for developing change leaders

DESCRIPTION:

Change is a major business challenge. With the failure rate of change initiatives continuing at around 70% despite the number of books on the market addressing separately the topics of leadership and change management, authors Higgs and Aitken tackle the all-important question of how to develop effective change leaders in this groundbreaking new book. *Developing Change Leaders* provides the detailed practical guidance, frameworks and tools that competing titles lack to help practitioners address the challenges of change and enable them to design and develop their own interventions. With recent research showing that the behavior of leaders in change has a significant impact on its likely success, the book helps readers to assess their readiness for leading change and develop the necessary skills and approach to make change a success. Combining academic prowess and industry consultancy experience designing development programs & coaching individual change leaders, Higgs & Aitken translate academic theory into managerial & human resource practice.

RELATED TITLES:

Herold: *Leading Change Management*, Kogan Page (2008), 155pp, £12.99, ISBN-13: 9780749453312

ISBN: 978-0-7506-8377-7

PUB DATE: late October 2009

LIST PRICE: \$37.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 256

TRIM SIZE: 6w x 9h "

AUDIENCE: Senior human resource and organization development practitioners; Senior managers needing to build effective change teams; Students taking change leadership courses.

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / Human Resources & Personnel Management, BUSINESS & ECONOMICS / General

BISAC CODES: BUS041000, BUS030000, BUS000000

MARKETING: Offline: Annual HR catalogue. Subject mailing through key organizations **Online:** eNews announcement on publication. **Publicity:** Press Release on publication, review copies sent on request. **Conferences:** Promotion at key conferences.

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Higgs: Developing Change Leaders (978-0-7506-8377-7)

TABLE OF CONTENTS:

Part 1: The Contemporary Context for Developing Change Leadership

Introduction to Part 1

Chapter 1: The Change Leadership Context

Chapter 2: The Challenge of Change

Chapter 3: What does it take to Lead Change

Part 2: How to Develop Change Leadership Capability

Introduction to Part 2

Chapter 4: A Values Dialogue for Change Leaders

Chapter 5: Building a Change Leadership Culture

Chapter 6: The Evolution of a Change Leader

Chapter 7: Development Approaches

Part 3: Organisational Considerations

Introduction to Part 3

Chapter 8: Evaluating the Impact of Change Leadership Development

Chapter 9: Managing Change Leadership Talent

Chapter 10: A Framework for Developing 'changing' Leadership Capability

Concluding Remarks

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NEW RELEASE



The first textbook for students of film marketing - totally complete and utterly essential!

Film Marketing

Finola Kerrigan

Lecturer in Marketing at King's College London.

KEY FEATURES:

- The only book dedicated to marketing in the rapidly growing film industry
- Includes global examples, such as Nigeria, India, Denmark, France, the UK and Hong Kong as well as Hollywood
- Combines theory and practice with a student-friendly use of pedagogy and additional lecturer resources, available at textbooks.elsevier.com including PowerPoint slides, exercises and further reading

DESCRIPTION:

Focuses on the film industry as a whole, which incorporates popular (mainstream) fiction films (usually) in English, non-English language fiction films, documentary films and art house films. In doing so, it is firmly embedded in the global film industry.

Although the film industry is global, it is dominated by the major Hollywood studios, and as such, discussion of the Hollywood film industry will be highlighted. But, uniquely, this book also highlights other successful film industries, such as South Korea, Nigeria and India.

Film Marketing offers the student a unique combination of theory and practice and written in accessible student-friendly manner, presents an appealing and must-have text for anyone studying film.

RELATED TITLES:

Arts Marketing: Kerrigan et al: 9780750659680

Creative Arts Marketing: Hill & O'Sullivan: 9780750657372

Marketing to Moviegoers: Marich: 9780240806877

The Complete Movie Marketing Handbook: Bosko: 9780941188760

ISBN: 978-0-7506-8683-9

PUB DATE: late October 2009

LIST PRICE: \$50.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 304

TRIM SIZE: 7.75w x 9.75h "

AUDIENCE: Primary: Second and third year undergraduate students on film marketing courses (952 in the UK - see attached list); postgraduate film marketers

Secondary: Second year up film studies and film history students

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Human Resources & Personnel Management

BISAC CODES: BUS000000, BUS030000

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Kerrigan: Film Marketing (978-0-7506-8683-9)

TABLE OF CONTENTS:

The Origins and Development of the Film Industry; The development of film marketing practices; Structural considerations and film marketing; The film marketing mix; Consumer selection of films. ; Film marketing materials; The film marketing calendar; Social marketing, equality and diversity: The role of film marketing; The impact of technology on film marketing practices; Case studies; Conclusions and recommendations

ELSEVIER

NEW RELEASE



Auction Theory, 2e

Vijay Krishna

The Pennsylvania State University, University Park, U.S.A.

"Krishna's superb Auction Theory is an ideal text and reference because his clear and precise exposition distills the vast literature and provides excellent motivation, examples, exercises, and connections to commercial applications."--Robert B. Wilson, Stanford University

DESCRIPTION:

Vijay Krishna's Second Edition of *Auction Theory* improves upon his 2002 bestseller with a new chapter on package and position auctions as well as end-of-chapter questions and chapter notes. Complete proofs and new material about collusion complement Krishna's ability to reveal the basic facts of each theory in a style that is clear, concise, and easy to follow. With the addition of a solutions manual and other teaching aids, the 2e continues to serve as the doorway to relevant theory for most students doing empirical work on auctions.

ISBN: 978-0-12-374507-1

PREVIOUS EDITION ISBN:
978-0-12-426297-3

PUB DATE: October 2009

LIST PRICE: \$79.95

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 360

TRIM SIZE: 6w x 9h "

PRINT RUN: 2500

SHELVING CLASSIFICATIONS:
BUSINESS & ECONOMICS /
Economics / General

BISAC CODES: BUS069000

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Krishna: Auction Theory, 2e (978-0-12-374507-1)

TABLE OF CONTENTS:

Introduction

I Single Object Auctions

Private Value Auctions, The Revenue Equivalence Principle, Qualifications and Extensions, Mechanism Design, Auctions with Interdependent Values, The Revenue Ranking ("Linkage") Principle, Asymmetries and Other Complications, Efficiency and the English Auction, Mechanism Design with Interdependent Values, Bidding Rings

II Multiple Object Auctions

An Introduction to Multiple Object Auctions, Equilibrium and Efficiency with Private Values, Some Revenue Considerations, Sequential Sales, Nonidentical Objects, Packages and Positions, Multiple Objects and Interdependent Values

III Appendices

Continuous Distributions, Stochastic Orders, Order Statistics, Affiliated Random Variables, Some Linear Algebra

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NEW RELEASE



Provides all the tools and methods needed to model, analyze and choose the optimal renewable energy system to fit any project's needs

Renewable Energy System Choice, Analysis and Implementation

Henrik Lund

KEY FEATURES:

- Provides an introduction to the technical design of renewable energy systems
- Contextualizes renewable energy design efforts by addressing the socio-political challenge of implementing the shift to renewable energy
- Free companion analysis software empowers energy professionals to crunch data for their own projects
- Features extensive case studies from renowned experts around the globe that provide real-world templates for new installations

DESCRIPTION:

How can society quickly convert to renewable energy? Can worldwide energy needs ever be met through 100% renewable sources? The answers to these questions rest largely on the perception of choice in the energy arena. It is of pivotal importance that engineers, researchers and policymakers understand what choices are available, and reasonable, when considering the design and deployment of new energy systems. The mission of this new book, written by one of the world's foremost experts in renewable power, is to arm these professionals with the tools and methodologies necessary to make smart choices when implementing renewable energy systems.

RELATED TITLES:

Boyle, Renewable Energy, Oxford University Press, 0199261784, 464 pages, paperback, 5/2004, \$62.95/£30.99
Bookscan reported sales: 1866

Tester, Sustainable Energy: Choosing Among Options, MIT Press, 0262201534, 800 pages, hardback, 7/2005, \$80.00/£51.95
Bookscan reported sales: 1236

Sorensen, Renewable Energy, 3e, Academic Press, 0126561532, 952 pages, hardback, 8/2004, \$96.95/£43.99 UK
Units sold: 2761
Bookscan reported sales: 350

ISBN: 978-0-12-375028-0

PUB DATE: October 2009

LIST PRICE: \$89.95

DISCOUNT: Agency

FORMAT: Hardback

Approx. 175 illustrations

PAGES: c. 350

TRIM SIZE: 6.25w x 9.125h "

AUDIENCE: Research scientists, engineers, project managers, policy makers, consultants and graduate students involved in Renewable Energy development and implementation.

SHELVING CLASSIFICATIONS:
SCIENCE / Energy,
TECHNOLOGY / Engineering / General, BUSINESS &
ECONOMICS / Green Business

BISAC CODES: SCI024000,
TEC009000, BUS094000

MARKETING: Cluster E-
brochure, trade shows and
conferences, online display ads,
2x-Email blast to in-house subs

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 - 2.3 Raising Choice Awareness
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 - 3.3 Public Regulation
 - 3.4 Democratic Infrastructure
 - 3.5 Research Methodology
- Chapter 4: The EnergyPLAN Energy System Analysis Model
 - 4.1 Overall considerations
 - 4.2 The EnergyPLAN model
 - 4.3 Reflections
- Chapter 5: Large-scale Integration of Renewable Energy
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- Chapter 7, Empirical Examples and Case Studies
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 - 7.2 Aalborg Heat Planning (1984-1987)
 - 7.3 European Evaluation of Biogas (1990-92)
 - 7.4 The American Transmission Line Case (1992-96)
 - 7.5 European EIA procedures (1993-97)
 - 7.6 The German Lausitz Case (1993-94)
 - 7.7 The Green Energy Plan (1996)
 - 7.8 The Thai Power Station Case (1999)
 - 7.9 Economic Council Case (2002-03)
 - 7.10 IDA Energy Plan 2030 (2006-07)
 - 7.11 Summary
 - 7.12 Conclusions
- Chapter 8: Conclusions and Recommendations
 - 8.1 Conclusions
 - 8.2 Recommendations
- References

ELSEVIER

NEW RELEASE



Shows readers how to build their own financial instruments and measure and model risk and performance from simple instruments to complex portfolios

Pricing, Risk, and Performance Measurement in Practice

The Building Block Approach to Modeling Instruments and Portfolios

Wolfgang Schwerdt

Senior Economist-Statistician at the European Central Bank

Marcelle von Wendland

Vice President for FINCORE risk analytics, Finsoft Financial Systems, Ltd

A Volume in the Elsevier and Mondo Visione World Capital Markets Series.

KEY FEATURES:

- Includes clear and consistent worked examples and programming code as demonstrations
- Details how to price and analyze any financial instrument
- Provides a practical framework for analyzing the market and credit risk exposure of any financial instrument or portfolio

DESCRIPTION:

This book is the first to bridge the gap between the theory of financial pricing, risk and performance measurement, and actually implementing all this in a firm's software systems.

The authors developed an innovative financial data processing system at the European Central Bank (ECB), which includes a new way of describing financial instruments. The ECB has now adopted this approach, which simplifies the process of valuation, risk and performance measurement by standardizing and breaking up the calculation task into simpler subtasks, allowing significant improvements in speed and accuracy.

RELATED TITLES:

In "The Elsevier and Mondo Visione World Capital Markets Series" Skeete:
The Future of the Finance Exchanges, 9780123744210, 2008, £34.99 / €43.95

ISBN: 978-0-12-374521-7

PUB DATE: October 2009

LIST PRICE: \$89.95

DISCOUNT: Agency

FORMAT: Hardback

TRIM SIZE: 7.75w x 9.375h "

AUDIENCE: Risk Managers, Portfolio Analysts, Financial Analysts, Business Analysts, Data Project Managers, Systems and Data Analysts and Developers/Analysts at Financial Market Regulators such as Central Banks and Federal Reserve Bank, analysts at software vendors working with financial data.

SHELVING CLASSIFICATIONS:

BUSINESS & ECONOMICS / Banks & Banking, BUSINESS & ECONOMICS / Finance

BISAC CODES: BUS004000, BUS027000

MARKETING: Email campaigns to internal global opt-ins, external lists for finance professionals in US, UK, EUR. Work with author on public speaking events, promotional opportunities.

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Managing Volunteers in Tourism

Attractions, Destinations and Events

Kirsten Holmes

Lecturer in Tourism at Curtin University, Perth, Australia

Karen Smith

Senior Lecturer in Tourism Management at Victoria University of Wellington, New Zealand

KEY FEATURES:

- The first book to present an overview of voluntary activity across the broad spectrum of the tourism industry
- Packed with international case studies highlighting best practice on how to manage volunteers
- Looks at the future of volunteering, including the economic, social and policy issues involved

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Volunteer tourism is one of the fastest growing trends in the tourism industry. From volunteering at mega events like the Olympics to cultural festivals or museums, the phenomenon of volunteer tourism is increasing on a global scale.

Managing Volunteers in Tourism is the first text to use a mixture of research alongside real-life case studies to look at the issues involved across a broad spectrum of the tourism industry and to provide guidance on management and best practice.

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