

## Abb Next Level

Sustainable Enterprise Performance details a method for evaluating an enterprise's readiness and progress toward sustainable performance through a comprehensive set of qualitative and quantitative indicators. These indicators cover enterprise strategy for meeting both the impact of the enterprise within the framework of corporate social responsibility and the expectations of stakeholders, evolving and monitoring the product and service offerings and business processes. The second half of the book focuses more closely on fundamental determinants of performance, such as digital transformation and artificial intelligence, corporate culture, ethics and compliance, branding and e-reputation and best-practice Lean management, and provides practical measures against which companies may assess the maturity of their sustainable performance.

Führendes Lehrbuch zur Organisation im deutschsprachigen Raum. Anhand der fiktiven Speedy GmbH und der über 180 interessanten Praxisbeispiele bekannter Unternehmen vor allem aus Deutschland, Österreich und der Schweiz werden Organisationsfragen grundlegend und praxisnah erörtert. Im Mittelpunkt stehen die Konzepte der Primär- und Sekundärorganisation, das Prozessmanagement und das Change Management. Für die 10. Auflage wurde das Lehrbuch umfassend aktualisiert und um neue Themen ergänzt, z.B.: Digitalisierung agile Organisation Industrie 4.0 Holokratie Mit Lernzielen, Kontrollfragen und Lösungen sowie umfangreichem Instrumentarium für die Praxis.

Dieses Buch ist eine Open-Access-Publikation unter einer CC BY 4.0 Lizenz. Um die Wirksamkeit des Prozessmanagements zu erhöhen, braucht es eine Brücke zum operativen Geschäft. Prozessintelligenz bietet hierfür hilfreiche Ansatzpunkte. Die Process-Management-Studie 2015 des Instituts für Wirtschaftsinformatik an der Zürcher Hochschule für Angewandte Wissenschaften ZHAW School of Management and Law widmet sich diesem Thema und beleuchtet Status quo und Erfolgsmuster. In Fallstudien mit fünf Unternehmen werden Herausforderungen, Lösungsansätze und Nutzen von Prozessintelligenz aufgezeigt. Die Ergebnisse einer Online-Befragung zur Ausrichtung des Prozessmanagements und zum Methoden- und Werkzeugeinsatz bei Unternehmen komplettieren das Bild.

The Power of Two presents the best way for your company to increase competitive advantage. By forming close collaborative relationships with a small set of customers and suppliers you can achieve a significant cost advantage over your competitors, increase your market share and achieve significant top line growth.

Taking a novel, more appealing approach than current texts, An Integrated Introduction to Computer Graphics and Geometric Modeling focuses on graphics, modeling, and mathematical methods, including ray tracing, polygon shading, radiosity, fractals, freeform curves and surfaces, vector methods, and transformation techniques. The author begins with fractals, rather than the typical

line-drawing algorithms found in many standard texts. He also brings the turtle back from obscurity to introduce several major concepts in computer graphics. Supplying the mathematical foundations, the book covers linear algebra topics, such as vector geometry and algebra, affine and projective spaces, affine maps, projective transformations, matrices, and quaternions. The main graphics areas explored include reflection and refraction, recursive ray tracing, radiosity, illumination models, polygon shading, and hidden surface procedures. The book also discusses geometric modeling, including planes, polygons, spheres, quadrics, algebraic and parametric curves and surfaces, constructive solid geometry, boundary files, octrees, interpolation, approximation, Bezier and B-spline methods, fractal algorithms, and subdivision techniques. Making the material accessible and relevant for years to come, the text avoids descriptions of current graphics hardware and special programming languages. Instead, it presents graphics algorithms based on well-established physical models of light and cogent mathematical methods.

Felix Klein, one of the great nineteenth-century geometers, discovered in mathematics an idea prefigured in Buddhist mythology: the heaven of Indra contained a net of pearls, each of which was reflected in its neighbour, so that the whole Universe was mirrored in each pearl. Klein studied infinitely repeated reflections and was led to forms with multiple coexisting symmetries. For a century, these images barely existed outside the imagination of mathematicians. However, in the 1980s, the authors embarked on the first computer exploration of Klein's vision, and in doing so found many further extraordinary images. Join the authors on the path from basic mathematical ideas to the simple algorithms that create the delicate fractal filigrees, most of which have never appeared in print before. Beginners can follow the step-by-step instructions for writing programs that generate the images. Others can see how the images relate to ideas at the forefront of research.

Managing Complexity in Organizations is a lively new text written by academics from one of the world's leading business schools. Using a series of global case studies from a variety of industries, the authors outline their frameworks for understanding and managing complexity. The book examines the role of complexity theory in organizations and the importance of flexibility in decision-making. Managing Complexity in Organizations goes on to discuss how flexibility allows for improved, quicker responses to ongoing change - a necessity in today's unpredictable business environment. The authors present four key drivers of complexity: diversity; interdependence; ambiguity; and fast flux, thereby providing the reader with an effective and thorough understanding of how businesses can successfully adapt and respond to constant change. Applying complexity theory to business organizations, Managing Complexity in Organizations: Text and Cases is an essential companion for MBA, EMBA and executive education programs. CHRISTOPH NEDOPIL is Managing Director of YOUSE, an innovation consultancy in Berlin, Germany, and Consultant for the

World Bank ULRICH STEGER is Professor of Environmental Management at IMD, Lausanne, Switzerland WOLFGANG AMANN is the Executive Director of Executive Education and faculty at the Goethe Business School, Frankfurt, Germany.

The international conference Intelligent Information Processing and Web Mining IIS:IIPWM'05, organized in Gdańsk-Sobieszewo on 13–16th June, 2005, was a continuation of a long tradition of conferences on applications of Artificial Intelligence (AI) in Information Systems (IS), organized by the Institute of Computer Science of Polish Academy of Sciences in cooperation with other scientific and business institutions. The Institute itself is deeply engaged in research both in AI and IS and many scientists view it as a leading institution both in fundamental and - plied research in these areas in Poland. The originators of this conference series, Prof. M. Dąbrowski and Dr. M. Michalewicz had in 1992 a long-term goal of bringing together scientists and industry of different branches from Poland and abroad to achieve a creative synthesis. One can say that their dream has come to reality. Scientists from 7ve continents made their submissions to this conference. A brief look at the affiliations makes international cooperation visible. The research papers have either a motivation in create applications or are o?-springs of some practical requests. This volume presents the best papers carefully chosen from a large set of submissions (about 45%). At this point we would like to express our thanks to the members of Programme Committee for their excellent job. Also we are thankful to the organizers of the special sessions accompanying this conference: Jan Komorowski, Adam Przepiórkowski, Zbigniew W.

Eudiometers were instruments originally devised for checking the 'goodness' of common air. Seeking to be more than just a chronological inventory of eudiometers, this book presents a unique retrospective of these fascinating apparatuses from the end of the eighteenth century to the mid-nineteenth century. By paying particular attention to the experimental procedures involved over the course of the test, this book aims to understand and explore how eudiometers function, to describe the materials used in making them and the different reagents employed in each eudiometrical test. Importantly, eudiometers were employed within a variety of spheres including human and animal health, gas analysis, chemical theory, plant and animal physiology, atmospheric composition, chemical compound composition, gas lighting, chemical revolution and experimental demonstration. Finally, this book looks to redress the existing imbalance in the history of chemistry regarding the attention given to theoretical aspects of chemistry in comparison to chemical practice and apparatus. The few existing accounts of chemical devices written in the past century have not been sufficiently helpful for the understanding of experimental practice in chemistry. Until now no work that deals exclusively with eudiometers and gas analysis from a historical standpoint has been published. Thus, this book will not only cast new light on the subject, but will also contribute to further research on the history of chemical instruments.

As barriers to international trade and investment have fallen worldwide, multinational enterprises have become the leading engines of economic integration and growth, deploying global strategies to expand their reach. To implement such strategies in an increasingly complex environment, corporations are adopting network forms of organization. This b  
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means that our Study Texts, Practice & Revision Kits and iPass (for CBE papers only) are subject to a thorough ACCA examining team review. Our suite of study tools will provide you with all the accurate and up-to-date material you need for exam success.

Microgrid Protection and Control is the result of numerous research works and publications by R&D engineers and scientists of the Microgrid and Energy Internet Research Centre. Through the authors long-routed experience in the microgrid and energy internet industry, this book looks at the sophisticated protection and control issues connected to the special nature of microgrid. The book explains the different ways of classifying types of microgrids and common misconceptions, looking at industrial and research trends along with the different technical issues and challenges faced with deploying microgrid in various settings. Forecasting short-term demand and renewable generation for optimal operation is covered with techniques for accurate enhancement supported with practical application examples. With chapters on dynamic, transient and tertiary control and experimental and simulation tests this reference is useful for all those working in the research, engineering and application of microgrids and power distribution systems. Contains practical examples to support the research and experimental results on microgrid protection and control Includes detailed theories and referential algorithms Provides innovative solutions to technical issues in protection and control of microgrids

?Inspired by a new, transformative era in human and business relations, this book provides a unique perspective on the business transformation that results from the collaboration between suppliers and their strategic customers. It is all about guiding organizational change and business transformation, starting with sales itself. Companies choosing this approach can make a significant and meaningful difference with strategic customers, moving beyond the competition. By challenging existing business assumptions and creating new perspectives on the marketplace, organizations can increase value across traditional company borders, making the (business) world a better place in the process. Both thought-provoking and practical, this management book integrates academic insights, real life examples and best practices of business transformation. It is a must-read for business leaders aiming to make a difference. "Integrating with your strategic customers beyond a transactional sales relationship is key for shaping new markets, developing your brand, and leveraging your strategic relationships. If sales and profitability with strategic accounts are to grow beyond the average, a change in mindset from seeing sales as an "outside" to an "inside" job is required to truly create a win-win relationship. Kotler/Dingena/Pfoertsch's "Transformational Sales" provides hands-on insights and tools needed for companies who truly want to achieve this transformation." Marc Hantscher, CEO and President Asia-Pacific, BSH Home Appliances Pte. Ltd. Singapore "The more profoundly and systematically B2B companies familiarize themselves with and accommodate their customers' functional, emotional and strategic needs, the more powerful they are on the market. Top brands are professionally and passionately tuned in to their customers. Sales, Project Management, Marketing, R&D, Production and Purchasing work in concert to drive customer success, always with an eye to the future. This book presents illustrative cases, highlighting how champions have scaled up their business." Achim Kuehn, CMO Herrenknecht AG, Schwanau, Germany

Adaptive techniques play a key role in modern wireless communication systems. The concept of adaptation is emphasized in the Adaptation in Wireless Communications Series through a unified framework across all layers of the wireless protocol stack ranging from the physical layer to the application layer, and from cellular systems to next-generation wireless networks. Adaptation and Cross Layer Design in Wireless Networks is devoted to adaptation in the data link layer, network layer, and application layer. The book presents state-of-the-art adaptation techniques and methodologies, including cross-layer adaptation, joint signal processing, coding and networking, selfishness in mobile ad hoc networks, cooperative and opportunistic

protocols, adaptation techniques for multimedia support, self-organizing routing, and tunable security services. It presents several new theoretical paradigms and analytical findings which are supported with various simulation and experimental results. Adaptation in wireless communications is needed in order to achieve high capacity and ubiquitous communications. The current trend in wireless communication systems is to make adaptation dependent upon the state of the relevant parameters in all layers of the system. Focusing on simplified cross layer design approaches, this volume describes advanced techniques such as adaptive resource management, adaptive modulation and coding, 4G communications, QoS, diversity combining, and energy and mobility aware MAC protocols. The first volume in the series, *Adaptive Signal Processing in Wireless Communications* (cat no.46012) covers adaptive signal processing at the physical layer.

Digital technology has transformed business and management methodology in the modern era. As technologies continue to evolve and change, designing a platform for business architecture requires flexibility and practicality. *Organizational Leadership for the Fourth Industrial Revolution: Emerging Research and Opportunities* provides the latest research on the approaches to dealing successfully with newly emerging digital technologies and the dynamic complexity leaders are facing now and in the future. While highlighting topics such as business architecture, interactive planning, and strategic capital, this book explores the implications of technologies on business and leadership as well as the development of leadership methods and applications. This book is an important resource for professionals, practitioners, upper-level students, and managers seeking current research on leadership and business advancement in the digital era.

Innovation in product design starts with materials. Developing successful commercial products demands a sound understanding of the materials that go into those products—their uses, their costs, their lifetime performance. However, the valuable knowledge of materials engineers is often not fully leveraged in the creative phase of the product design cycle. Gessinger seeks to bridge this gap that exists in many companies. Written from the bottom-up perspective of the engineer or scientist on a product design team, *Materials and Innovative Product Design* introduces business, economics and strategic product development to the materials specialist and demystifies materials selection for other members of the design team and manufacturing management. Using case studies from innovative organizations, such as ABB, and successful start-ups, such as NDC, Day4Energy, and Metoxit, Gessinger illustrates how the integration of different engineering and business disciplines can power innovation in the design process. By addressing the real world needs of innovators, this book allows the reader to unlock the potential of the new material types that have been changing the face of product design and deploy an integrated business approach to materials selection and the design process. Allows engineers to develop a fuller understanding of economics and business objectives in order to contribute more effectively to innovative product design. Introduces the business opportunities and practical challenges of deploying new material types to design and manufacturing management. Illustrates how to harness the power of R&D within the design cycle through case studies of innovative and successful organizations that have brought new materials technologies to known markets and known materials to new markets.

This book addresses eco-design, a major tool for reducing the environmental impacts of products, services and systems in the context of sustainable development. It covers four key aspects of eco-design, applied to electrical engineering. First, it describes current and future methodologies and standards, including regulations, which apply to electrical engineering. In turn, the second chapter is devoted to energy systems and planning, including constraints on the insertion of equipment into the grid. Components such as transformers and cables, their eco-design characteristics and impacts, and their potential to improve the environmental impacts of networks are described in the third chapter. Lastly, the fourth chapter deals with

materials in terms of their performance and ecological impact. In the case of electrical equipment, the eco-design approach is also connected to the development of renewable energies and energy efficiency.

Based on exclusive interviews with the ABB top management team and privileged sessions with the CEO, this book takes you inside Europe's most admired company to discover the ABB way. It offers the five guiding lights for the connected corporation, the four types of ABB manager, the steps to creating a global knowledge machine and the master plan for the next millennium.

Praise for *Case Studies in Performance Management* "With this book, Tony Adkins has made an important contribution to the body of knowledge of managerial accounting." --From the Foreword by Gary Cokins, lead strategist, Business Performance Management Solutions group with SAS Institute and internationally recognized expert in advanced cost management and performance improvement systems "If you want to achieve direction, traction, and speed in business, *Case Studies in Performance Management: A Guide from the Experts* is a must-read . . . jam-packed with golden nuggets you can put to work immediately." --Jason Jennings, bestselling author of *Think Big, Act Small, Less is More* and *It's Not the Big That Eat the Small . . . It's the Fast That Eat the Slow* "Tony has the insight found only from actual implementations of ABC/PM. Using this as lens, he has brought the collective experience of experts into focus." --Mohan Nair, author of *Essentials of Balanced Scorecard* and *Activity-Based Information Systems* "Tony Adkins has lived the life of a true ABC/PM road warrior. His collection of case studies reaches beyond the theory to capture the harsh reality of what it takes to successfully implement performance management. A must-read for anyone wise enough to learn from those who have gone before." --Chris M. Pieper, CEO, FormRouter, Inc. (former founder and CEO of ABC Technologies) "Everyone who reads this book will gain a solid appreciation of the substance and value of performance management in varied industry settings and applications." --Dr. Peter B. B. Turney, President and Chief Executive Officer of Cost Technology, Inc. and author of *Common Cents* If you're looking for a way to dramatically improve your company's performance and get back its competitive edge, *Case Studies in Performance Management: A Guide from the Experts* will show you how other businesses, driven to remain competitive by changes in their industries, learned to work smarter using ABC/PM in today's tough business environment. Noteworthy commentary from experts in the field including Ashok Vadgama and Alan Stratton helps you understand ABC/PM and how to execute its sound strategies in your own business.

This book constitutes the refereed proceedings of the International Conference on Embedded and Ubiquitous Computing, EUC 2007, held in Taipei, Taiwan, in December 2007. The 65 revised full papers presented were carefully reviewed and selected from 217 submissions. The papers are organized in topical sections. They include sections on power aware computing, reconfigurable embedded systems, wireless networks, real-time/embedded operating systems, and embedded system architectures.

Formal languages and automata theory is the study of abstract machines and how these can be used for solving problems. The book has a simple and exhaustive approach to topics like automata theory, formal languages and theory of computation. These descriptions are followed by numerous relevant examples related to the topic. A brief introductory chapter on compilers explaining its relation to theory of computation is also given.

*Case Studies in Performance Management: A Guide from the Experts* John Wiley & Sons Lotus Notes is one of the most successful and versatile groupware products on the market today and is used widely in both large and small organisations. *Transforming Organisations Through Groupware - Lotus Notes in Action* contains a selection of carefully chosen case studies which illustrate the implementational, organisational and commercial consequences of using Lotus Notes. These case studies have been chosen for their international appeal and,

unlike other books on Lotus Notes, concentrate on the added value that can be gained by using Notes - rather than on the technical aspects of how to make the software work.

Internet of Things: Technologies and Applications for a New Age of Intelligence outlines the background and overall vision for the Internet of Things (IoT) and Cyber-Physical Systems (CPS), as well as associated emerging technologies. Key technologies are described including device communication and interactions, connectivity of devices to cloud-based infrastructures, distributed and edge computing, data collection, and methods to derive information and knowledge from connected devices and systems using artificial intelligence and machine learning. Also included are system architectures and ways to integrate these with enterprise architectures, and considerations on potential business impacts and regulatory requirements. Presents a comprehensive overview of the end-to-end system requirements for successful IoT solutions Provides a robust framework for analyzing the technology and market requirements for a broad variety of IoT solutions Covers in-depth security solutions for IoT systems Includes a detailed set of use cases that give examples of real-world implementation

With the use of practical in-depth case studies and interviews with leading experts in the field, this book analyses the key elements in value creation in the new age. It provides practical guidance to organisations that will allow them to migrate successfully into an economy that demands new business models.

A comprehensive reference of the latest developments in MV drive technology in the area of power converter topologies This new edition reflects the recent technological advancements in the MV drive industry, such as advanced multilevel converters and drive configurations. It includes three new chapters, Control of Synchronous Motor Drives, Transformerless MV Drives, and Matrix Converter Fed Drives. In addition, there are extensively revised chapters on Multilevel Voltage Source Inverters and Voltage Source Inverter-Fed Drives. This book includes a systematic analysis on a variety of high-power multilevel converters, illustrates important concepts with simulations and experiments, introduces various megawatt drives produced by world leading drive manufacturers, and addresses practical problems and their mitigations methods. This new edition: Provides an in-depth discussion and analysis of various control schemes for the MV synchronous motor drives Examines new technologies developed to eliminate the isolation transformer in the MV drives Discusses the operating principle and modulation schemes of matrix converter (MC) topology and multi-module cascaded matrix converters (CMCs) for MV drives, and their application in commercial MV drives

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This book describes and analyzes the economic and administrative structure as well as

the ideological background of the Old Babylonian state during the rule of the first dynasty. The author focuses on the role of the state in the economy, administration, politics, and ideology.

Mit dem Konzept des koordiniert-dezentralen Informationsmanagements wird gezeigt, wie die Profilveränderung des Informationsmanagements, das zunehmend Koordinationsaufgaben übernimmt, umgesetzt werden kann.

This title was first published in 2001: Product and particularly customer profitability are black holes in most managers' understanding of their business. Identifying customer revenue is easy but identifying what they cost - so we can understand whether or not they are profitable - is difficult. In a world in which competition, regulation and the increasing use of the Internet put ever greater pressure on margins it is vitally important to understand both product- and customer-profitability. Activity Based Management (ABM) enables you to do this. This book explains the power of using ABM to increase the profitability of your business. It provides step-by-step guidance on basic principles, comparisons between traditional methods, definitions of processes, activities and cost-drivers as well as details of data collection techniques and implementation steps.

Through the book's numerous detailed examples a logical picture builds up of how to obtain the benefits that ABM can deliver. On its own ABM will change management decision-making: by showing how ABM also supports other profit improvement initiatives such as Business Process Reengineering, Shareholder Value Added and Customer Relationship Management, managers will learn how they can use the best possible toolkit to put their business firmly on the road to leaps in profitability.

Unternehmen des Anlagen- und Projektgeschäfts bilden das Rückgrat der deutschen Industrie, da sie die typischen Investitionsgüter wie Verkehrsinfrastruktur, Produktionsanlagen und Maschinen erstellen. Das vorliegende Werk beleuchtet umfassend die unterschiedlichen Konzepte, Methoden und Problembereiche der Erstellung und Vermarktung von solchen Großprojekten, die sich maßgeblich von anderen Bereichen des Business-to-Business-Marketing unterscheiden. Sie eignen sich für klassische Industriebranchen ebenso wie für den organisationalen Dienstleistungsbereich. Neu in der 2. Auflage Alle Beiträge wurden grundlegend überarbeitet und ergänzt. Die Neuauflage trägt damit sowohl den neueren Entwicklungen in der Praxis als auch den Forschungsergebnissen der letzten Jahre Rechnung. Ausgetauscht wurden die Kapitel ‚Auftragsfinanzierung und Financial Engineering‘ und ‚Projektmanagement‘, neu hinzugekommen sind die Kapitel ‚Vertragsmanagement‘ und ‚Verhandlungsmanagement‘.

The Performance Operations Practice & Revision Kit allows you to apply your knowledge by putting theory in to practice. It contains questions in the section A objective testing format and also the longer section B and C type questions. All of the questions are grouped into syllabus areas and labelled as section A, B or C to help you identify the questions and topics you need to practice the most. Through practice, you are equipped with the best techniques to face the exam and earn the maximum number of marks.

This book constitutes the refereed proceedings of the 35th International Conference on Conceptual Modeling, ER 2017, held in Valencia, Spain, in November 2017. The 28 full and 10 short papers presented together with 1 full 6 keynotes were carefully reviewed and selected from 153 submissions. This events covers a wide range of following



topics: Conceptual Modeling Methodology, Conceptual Modeling and Requirements, Foundations, Conceptual Modeling in Specific Context, Conceptual Modeling and Business Processes, Model Efficiency, and Ontologies.

Filling a gap in the literature, this book offers an innovative interdisciplinary approach to learning for corporate strategic development, linking the domains of strategy, organizational design, and learning. To demonstrate how this process drives the boundaries of the practice way beyond the established notion of simple training and management education, the book is filled with detailed case studies from leading global organizations, including Siemens, ABB, BASF, the US Army, PricewaterhouseCoopers, EADS, Novartis, and more. These studies reveal how large-scale corporations are using the power of dynamic corporate learning approaches to drive innovation, enhance cultural values, master post-merger integration, transform business models, enhance leadership culture, build technological expertise, foster strategic change processes, and ultimately increase bottom line results. For any company that wants to compete in the 21st century, *Designing the Smart Organization* offers inspiring perspectives for integrating corporate learning as a core business practice that will create sustainable strategic and organizational capabilities.

Industrie 4.0 and the Internet of Things have been positioned on the international stage as important initiatives of a promising future: Who is dealing in data from the digital factory? Germany has its "Plattform Industrie 4.0", China "Made in China 2025" and the USA the "Industrial Internet Consortium". Who is leading the fourth industrial revolution? The digitalization of industry is changing the global economy and society. Technology is supplying the opportunities to do so. Humans must decide just how far artificial intelligence should go, and what machines should learn – to create new and improved work instead of fewer jobs. In addition to Ulrich Sandler and eight German industry and research experts, the CEO of Xinhuanet in Beijing has also contributed to this book.

The field of Knowledge and Systems Engineering (KSE) has experienced rapid development and inspired many applications in the world of information technology during the last decade. The KSE conference aims at providing an open international forum for presentation, discussion and exchange of the latest advances and challenges in research of the field. These proceedings contain papers presented at the Fifth International Conference on Knowledge and Systems Engineering (KSE 2013), which was held in Hanoi, Vietnam, during 17–19 October, 2013. Besides the main track of contributed papers, which are compiled into the first volume, the conference also featured several special sessions focusing on specific topics of interest as well as included one workshop, of which the papers form the second volume of these proceedings. The book gathers a total of 68 papers describing recent advances and development on various topics including knowledge discovery and data mining, natural language processing, expert systems, intelligent decision making, computational biology, computational modeling, optimization algorithms, and industrial applications.

Global Strategy: Competing in the Connected Economy details how firms enter, compete and grow in foreign markets. Jain moves away from the traditional focus on developed countries and their multinational enterprises, instead focusing on both developed and emerging economies, as well as their interaction in an increasingly connected world. As the current global business environment is increasingly shaped—and connected—by faster technological developments, geopolitical forces, emerging economies, and new multinationals from those economies, this highly charged dynamic provides rich opportunity to revisit mainstream paradigms in globalization, innovation, and global strategy. The book rises to the challenge, exploring new competitive phenomena, new business models, and new strategies. Rich illustrations, real-world examples, and case data, provide students and executives with the insights necessary to connect, compete, and grow in a globalized business environment. This bold book succinctly covers strategy models and implementation for a range of global players, providing students of strategy and international business with a rich understanding of the contemporary business environment. For access to additional materials, including Powerpoint slides, a list of suggested cases, and sample syllabus, please contact Vinod Jain (vinod.jain01@yahoo.com).

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