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Pioneers in the field, Cateora, Gilly, and Graham continue to set the standard in this 17th edition of International Marketing with their well-rounded perspective of international markets that encompass history, geography, language, and religion as well as economics, which helps students see the cultural and environmental uniqueness of any nation or region. In addition to coverage of technology's impact on the international market arena, the 17th edition of International Marketing features new topics that reflect recent changes in global markets, updated teaching resources, and new learning tools including McGraw-Hill's Connect with its adaptive SmartBook that lets instructors assign textbook readings and incentivize students' engagement with course content. Click "Features" below for more.

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“An Industrial Product-Service System is characterized by the integrated and mutually determined planning, development, provision and use of product and service shares including its immanent software components in Business-to-Business applications and represents a knowledge-intensive socio-technical system.” – Meier, Roy, Seliger (2010) Since the first conference in 2009, the CIRP International Conference on Industrial Product-Service Systems has become a well-established international forum for the review and discussion of advances, research results and industrial improvements. Researchers from all over the world have met at previous IPS2 conferences in Cranfield (2009), Linköping (2010), Braunschweig (2011) and Tokyo (2012). In 2013, the 5th CIRP International Conference on Industrial Product-Service Systems is held in Bochum. Important topics of IPS2 research presented at the conference are: planning and development, sustainability, business models, operation, service engineering, knowledge management, ICT, modeling and simulation, marketing and economic aspects as well as the role of the human in IPS2.

Recent economic, political, and technological forces are changing the landscape of electronic business and electronic commerce. Although great strides have been made over the past in understanding, researching and advancing e-business, rarely have we witnessed its use so profound and yet its limitations so pronounced, than what has been on global public display for the past 18 months. As a result, new e-commerce strategies and techniques are emerging, collaborative value creation is essential and e-business models are being refined and developed, with special attention towards IS in financial markets, health care and related institutions. It is for these reasons (and many more) that we are so particularly excited and grateful for the collection of papers included in this Value Creation in e-Business Management LNBIP volume number 36. The papers selected in this volume address these emerging e-business issues and are organized into four research lines: Business Models for the Digital Economy, Electronic and Mobile Commerce Behavioral and Global Issues, IS in Financial M- kets and Institutions, Web 2. 0 and E-Commerce and Collaborative Value Creation. The first group, Business Models for the Digital Economy, provides a closer exami- tion of business models from a rich mixture of segments in the IT industry. They - clude Hoyer and Stanoevska-Slabeva’s business model types for enterprise mashup intermediaries, Riehle’s ‘commercial’ open source business model, Chen’s interesting comparison between i-Phone versus Kindles in electronic book sales, and Lyons and coauthors business models in emerging online services.

International Marketing Compact offers a new perspective in teaching international marketing. The authors address issues in a novel way by bringing in cases from advanced and emerging markets. In this connection they also discuss technological requirements of the 21st century and how these developments necessitate a change in looking at international marketing issues. The individual chapters follow the necessary steps to develop and implement projects successfully in the international market place. The knowledge, which is provided for both students and practitioners, is well balanced in terms of theoretical input and managerial application. This is the result of numerous examples presented in this book not only from Europe, but also from other markets throughout the world. The book is addressed to various student groups: those in a bachelor’s program studying business, economics and international trade can well use the book to gain a broad and current perspective on trends in international marketing theory and practice. Those in a master’s program for business, economics and international trade can use the book as a guide for building a theoretical background for their term projects and the case studies they analyze. Those at the PhD level in the same or similar disciplines can take a compact look at 21st century international marketing. It is also beneficial for international students, for example, for Erasmus students at European universities, who are building a common international marketing background and perspective that they can take back to their studies at their home universities.

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Discover the latest ICH news from international experts in the pharmaceutical industry, academia, and regulatory bodies. The recent International Conference on Harmonisation (ICH) revisions of regulatory requirements for quality, nonclinical, and clinical pharmaceutical product registration are the focus of this timely update. This cutting-edge resource includes the major headings in the modular structure of the Common Technical Document (CTD), which is now the agreed format for product information submission. The format, specification, and technical requirements of the e-CTD, the electronic version of CTD, are also thoroughly discussed. The book is organized into six highly practical segments: Part I: CTD, eCTD, Module 1, and Environmental Risk Assessment Part II: CTD Summaries Part III: Quality Topics Part IV: Nonclinical Topics Part V: Clinical Topics Part VI: Other Topics (including drug-device combination products) This text is a must-have for those in the pharmaceutical industry determining regulatory requirements for the major world markets in Europe, the US, Canada, and Japan.

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