

Bulletin des nouveautés / *New arrivals*

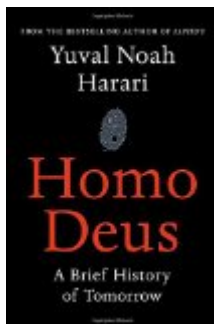
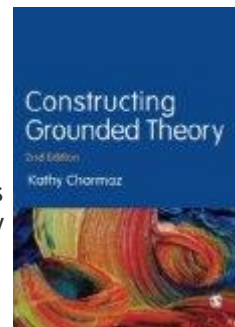
04/2017

1

Constructing grounded theory

CHARMAZ, Kathy (1939-...), London : Sage Publications, 2014

This expanded second edition: - Explores how to effectively focus on data collection and to think about it for theorizing - Kathy Charmaz presents the definitive guide to doing grounded theory from a constructivist perspective. This second edition of her groundbreaking text retains the accessibility and warmth of the first edition whilst introducing cutting edge examples and practical tips. This expanded second edition: - explores how to effectively focus on data collection - demonstrates how to use data for theorizing - adds two new chapters that guide you through conducting and analysing interviews in grounded theory - adds a new chapter on symbolic interactionism and grounded theory - considers recent epistemological debates about the place of prior theory - discusses the legacy of Anselm Strauss for grounded theory. This is a seminal title for anyone serious about understanding and doing grounded theory research. (source Copac)



Homo Deus

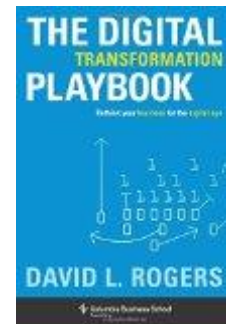
HARARI, Yuval Noah, London : Harvill Secker, 2016

In *Homo Deus*, the author examines our future with his trademark blend of science, history, philosophy and every discipline in between. *Homo Deus* explores the projects, dreams and nightmares that will shape the twenty-first century - from overcoming death to creating artificial life. It asks the fundamental questions: Where do we go from here? And how will we protect this fragile world from our own destructive powers? This is the next stage of evolution. This is *Homo Deus*. War is obsolete. You are more likely to commit suicide than be killed in conflict. Famine is disappearing. You are at more risk of obesity than starvation. Death is just a technical problem. Equality is out - but immortality is in. What does our future hold? (source Copac)

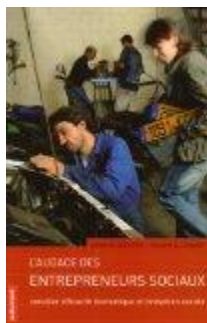
The digital transformation playbook

ROGERS, David L., [S.I.] : Columbia Business School publishing, 2016

The fast-moving digital environment has been disorienting for traditional businesses, and many may not even realize their strategies are outdated. If managed correctly, lagging businesses can transition by harnessing the power of the digital age to create new value for customers and outperform their competitors. Drawing on years of experience as an educator, researcher, and consultant, David L. Rogers identifies five key rules—and provides practical, hands-on tools—that will help businesses of all sizes adapt, innovate, and maximize value creation. Rogers's rules address critical categories for every business: customers, competition, data, innovation, and the value proposition. For each, he presents diverse case studies (from companies such as Apple and Uber to GE and the New York Times), discusses common challenges to adopting the digital approach, and provides companies and business leaders clear, tested steps to implement new practices. (source Copac)



2



L'audace des entrepreneurs sociaux

SEGHERS, Virginie / ALLEMAND, Sylvain (1967-....), Paris : Editions Autrement, 2007

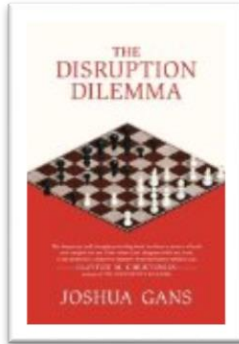
Un projet économique au service d'un projet social, l'idée fait son chemin. Les grandes écoles de commerce et les universités créent des chaires spécialisées, les économistes et les entrepreneurs explorent et débattent des modalités. L'ouvrage rassemble des réflexions portant sur la manière et l'urgence d'entreprendre autrement. (source Electre)

Wise family business

SCHWASS, Joachim / GLEMSER, Anne-Catrin, [S.I.] : Palgrave Macmillan, 2016

Wise Family Business aims to help families in business to identify new and better ways of achieving longevity, sustainability and performance. The book presents ground-breaking new insights and practical examples from a range of growing family businesses in which the owning families are visible and, in most cases, have branded the business with their family name. This comprehensive and important study explores how family identity has the power to tie together families in business and leverage their values when developing and sharing the owners vision with their stakeholder communities. Developing a family business identity is key when building and managing an authentic, recognizable and trusted brand. It argues that family businesses that have successfully translated strong identities into strong brands are not only perceived as attractive employers but also add meaningful value to the business over generations. (source Library of Congress)





The disruption dilemma

GANS, Joshua S. (1968-....), [S.I.] : MIT press, 2016

The author looks at companies that have proven resilient and those that have fallen, and explains why some companies have successfully managed disruption—Fujifilm and Canon, for example—and why some like Blockbuster and Encyclopedia Britannica have not. Departing from the conventional wisdom, Gans identifies two kinds of disruption: demand-side, when successful firms focus on their main customers and underestimate market entrants with innovations that target niche demands; and supply-side, when firms focused on developing existing competencies become incapable of developing new ones. Gans describes the full range of actions business leaders can take to deal with each type of disruption, from “self-disrupting” independent internal units to tightly integrated product development. But therein lies the disruption dilemma: A firm cannot practice both independence and integration at once. Gans shows business leaders how to choose their strategy so their firms can deal with disruption while continuing to innovate. (source éditeur)

3

Pronto ? Pronti ! 40 fiches de grammaire et de vocabulaire

BAROU-LACHKAR, Flora, Paris (France) : Ellipses, 2015

40 fiches avec des éléments de grammaire ou de vocabulaire, accompagnées de 79 exercices corrigés et de 27 fichiers audio à télécharger sur Internet pour entretenir ses connaissances.

Méthode concise pour apprendre l'italien. (source Electre)



L'ABC della grammatica italiana

CHEVALIER, Bernard-Albert (1947-....), Paris (France) : Ellipses, 2014

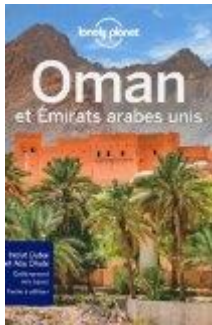
Cette méthode de langue présente 178 notions grammaticales de la langue italienne, classées dans l'ordre alphabétique, avec 53 exercices corrigés pour s'entraîner et progresser. (source Electre)

Orsù ! Grammaire pratique de l'italien, B1-B2

TERREAUX-SCOTTO, Cécile (1969-....), Paris (France) : Ellipses, 2016

Manuel pour réviser l'ensemble de la grammaire italienne avec ses difficultés les plus courantes au moyen de séquences synthétiques divisées en cinq étapes : observer, comprendre, retenir, compléter, s'entraîner. (source Electre)





Oman et Émirats arabes unis

WALKER, Jenny /SCHULTE-PEEVERS, Andrea, Paris : Lonely Planet, 2016

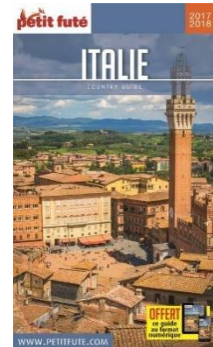
Un guide pour découvrir Oman et les Emirats arabes unis. Avec des cartes, des itinéraires ainsi que des informations culturelles et pratiques. (source Electre) Glossaire.Index

OMAN / EMIRATS ARABES UNIS / GUIDE / VOYAGE TOURISTIQUE

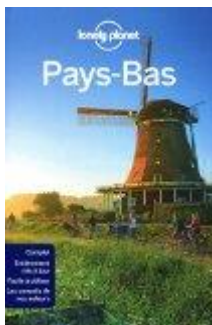
Italie 2017-2018

AUZIAS, Dominique, [S.l.] : Nouvelles éditions de l'université, 2017

Guide proposant des renseignements pratiques, des informations sur le pays, son histoire, sa culture, ses traditions ou encore sa gastronomie. Il comprend des suggestions de circuits touristiques, des descriptions de sites et de monuments, ainsi qu'une sélection d'adresses pour les hôtels, les restaurants et les commerces. (source Electre)



4



Pays-Bas

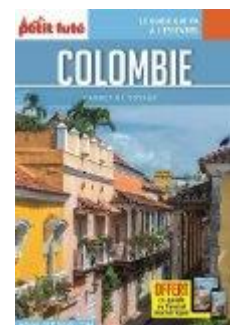
LE NEVEZ, Catherine /SCHECHTER, Daniel C., Paris : Lonely Planet, 2016

Des informations historiques et culturelles pour découvrir les Pays-Bas avec une sélection d'adresses d'hébergement, de restauration et de shopping pour bien préparer son voyage. (source Electre)

Colombie : le guide qui va à l'essentiel

AUZIAS, Dominique, , 2016

Des renseignements pratiques pour organiser son séjour, des informations historiques, culturelles et touristiques sur le pays et des idées de visites présentées par grandes régions : Santa Fe de Bogota, les hautes terres, la côte caraïbe, le bassin amazonien, etc. (source Electre)





L'innovation managériale

MIGNON, Sophie /GIULIANI, Philippe /ROBERT, Marc/et al., Cormelles-le-Royal (France) : Éditions Management et société, 2017

Une définition du concept d'innovation managériale ainsi qu'une mise en lumière des enjeux qui lui sont associés en termes d'efficacité pour tout type d'organisation. Les auteurs montrent que l'innovation managériale agit comme une spirale vertueuse et peut aboutir à d'autres transformations bénéfiques (sociale, technique, commerciale, etc.). (source Electre)

Handbook of research on social entrepreneurship

FAYOLLE, Alain, Cheltenham (Royaume Uni) : Edward Elgar Publishing, 2010

What are the forms and manifestations of social entrepreneurship? To what extent should current developments lead to a redefinition of stakeholders' strategies and roles in the quest for better consideration of the social dimension? The highly regarded group of contributors addresses these questions in some detail. They also explore social entrepreneurship from a multicultural perspective in order to highlight the diversity of social entrepreneurship forms and practices and, from a strategic perspective, to investigate the essential role played by various actors and factors in the development of social entrepreneurship.

Postgraduate students and researchers studying social entrepreneurship will find this book of great interest. Social entrepreneurs and practitioners would also benefit considerably from this enriching resource. (source éditeur)



Management humain

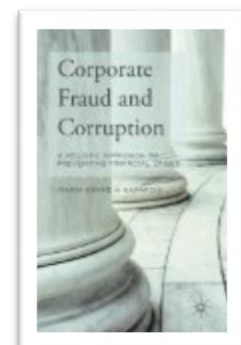
TASKIN, Laurent /DIETRICH, Anne, [S.l.] : De Boeck Supérieur, 2016

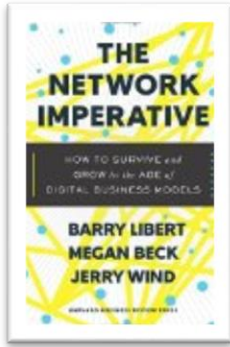
Une approche critique et humaniste du management des ressources humaines qui soutient une conception de l'homme au travail en tant qu'être réflexif et responsable. (source Electre)

Corporate Fraud and corruption

KRAMBIA-KAPARDIS, Maria, [S.l.] : Palgrave Macmillan, 2016

Recent large-scale corporate collapses, such as Lehman Brothers, Enron, Worldcom, and Parmalat, highlight the implosion of traditional models of fraud prevention. By focusing on risk factors at the micro level, they have failed to take into account the broader context in which external auditors operate as well as the crucial importance of such factors as corruption, organizational culture, corporate social responsibility, ethical values, governance, ineffective regulation, and a lack of transparency. (source éditeur)





The network imperative

LIBERT, Barry /BECK, Megan /WIND, Yoram (19..-....), Boston (Etats-Unis) : Harvard Business Review Press, 2016

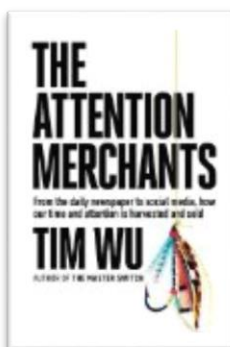
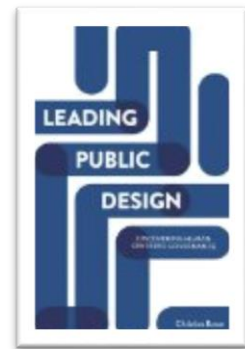
Digital networks are changing all the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seismic shift isn't unique to digital start-ups and tech superstars. Digital transformation is affecting every business sector, and as investor capital, top talent, and customers shift toward network-centric organizations, the performance gap between early and late adopters is widening.

So the question isn't whether your organization needs to change, but when and how much. The Network Imperative is a call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market.

Leading public design

BASON, Christian, Bristol : Policy Press, 2017

Drawing on more than a decade of work in public sector innovation—as director of an influential governmental innovation lab, as an academic and lecturer, and as a former management consultant—Christian Bason combines his rich contextual understanding of public service outcomes and design methods to provide lessons for those in public work. Leading Public Design develops a clear framework for understanding and mastering an emerging management practice: the ability to redesign public organizations from the outside-in, shaping policies and services so that they are truly useful and meaningful, while leveraging all of society's resources to produce better outcomes. Incorporating his own extensive practical experience with new research conducted from 2010 to 2014 among public managers in the United States, United Kingdom, Australia, Finland, and Denmark, Bason demonstrates how this new practice could be catalyzed using approaches from ethnographic field work, pattern recognition, visualization, scenarios, and prototyping. (source 4ème de couverture)



The attention merchants

WU, Tim, London : Atlantic Books, 2017

A firm whose business model is the mass capture of attention for resale to advertisers.

In nearly every moment of our waking lives, we face a barrage of advertising enticements, branding efforts, sponsored social media, commercials and other efforts to harvest our attention. Over the last century, few times or spaces have remained uncultivated by the 'attention merchants', contributing to the distracted, unfocused tenor of our times. Tim Wu argues that this is not simply the byproduct of recent inventions but the end result of more than a century's growth and expansion in the industries that feed on

human attention. From the pre-Madison Avenue birth of advertising to TV's golden age to our present age of radically individualized choices, the business model of 'attention merchants' has always been the same. He describes the revolts that have risen against these relentless attempts to influence our consumption, from the remote control to FDA regulations to Apple's ad-blocking OS. But he makes clear that attention merchants grow ever-new heads, and their means of harvesting our attention have given rise to the defining industries of our time, changing our nature - cognitive, social, and otherwise - in ways unimaginable even a generation ago. (source éditeur)

Small data

LINDSTROM, Martin (1970-), New York : St. Martin press, 2016

Hired by the world's leading brands to find out what makes their customers tick, Martin Lindström spends 300 nights a year overseas, closely observing people in their homes. His goal: to uncover their hidden desires and turn them into breakthrough products for the world's leading brands. In a world besotted by the power of Big Data, he works like a modern-day Sherlock Holmes, accumulating small clues to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girl's bedroom helped revolutionize 1,000 stores, spread across twenty countries, for one of Europe's largest fashion retailers. In Dubai, a bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159 percent in only a year. And in China, the look of a car dashboard led to the design of the Roomba vacuum - a great American success story. How? Lindström connects the dots in this globetrotting narrative that will fascinate not only marketers and brand managers, but anyone interested in the infinite variations of human behavior. (source Sudoc)



7



Money honnie

BADRE, Bertrand (1968?-....), Paris (France) : Editions Débats Publics, 2016

La crise financière de 2007-2008 et la récession économique mondiale portent préjudice au monde de la finance. Dans ce contexte, serait-il possible de réhabiliter le système financier et d'en faire un outil porteur de développement économique garant de la coopération internationale ? (source Electre)

Distribution

DUCROCQ, Cédric, [Montreuil] : Pearson, 2014

Un ouvrage méthodique avec des conseils stratégiques pour penser, designer et manager l'entreprise de distribution du futur, pour comprendre les évolutions de la distribution et réinventer des modèles économiques profitables. (source Electre)



Droit des affaires pour managers

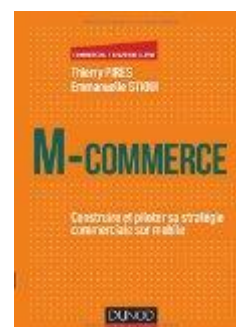
SCHONBERG, Eve /GUERY, Gabriel, Paris (France) : Ellipses, 2017

Tout le droit des affaires nécessaire à une vision globale de l'entreprise : les contrats, la vente, les créances, le fonds de commerce, les sociétés ou encore l'entreprise en difficulté. (source Electre)

M-commerce

PIRES, Thierry /STIOUI, Emmanuelle, Paris (France) : Dunod, 2016

Un guide pratique pour comprendre les enjeux et les grandes tendances du commerce mobile et pouvoir développer son business à travers des exemples, des études de cas et des avis d'experts. (source Electre)



Marketing du football

CHANAVAT, Nicolas /DESBORDES, Michel, Paris (France) : Economica, 2016

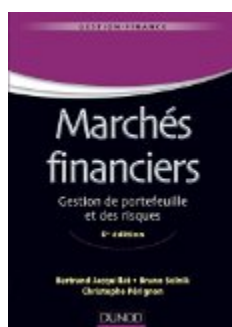
Contributions d'experts analysant la problématique de la professionnalisation du marketing lié au développement des clubs de football. Ils dressent un état des lieux, définissent les concepts et proposent des pistes de réflexion pour l'avenir de la discipline. Ils se fondent sur des cas pratiques en analysant la situation de clubs français et européens. (source Electre)

8

Plateformes

BENAVENT, Christophe, [S.I.] : FYP editions, 2016

Le spécialiste décrypte les différentes plateformes de sites collaboratifs, de services, de réseaux sociaux, de marketplaces, de crowdfunding, etc. afin de comprendre comment elles transforment l'économie en influençant le comportement des consommateurs. Il démontre qu'elles sont en réalité des organisations politiques qui s'infiltrent dans la vie publique. Avec un annuaire en fin d'ouvrage. (source Electre)



Marchés financiers

JACQUILLAT, Bertrand /SOLNIK, Bruno H. (1946-....) /PERIGNON, Christophe, Paris (France) : Dunod, 2014

Présentation des concepts et techniques modernes d'analyse des marchés financiers et de leurs applications à la gestion de portefeuille et à la gestion des risques. Aborde l'organisation et le fonctionnement des marchés financiers, leur efficacité, le modèle de marché et les modèles d'équilibre des actifs financiers, les modèles d'évaluation d'actions, la mesure de performance des portefeuilles... (source Electre)

Je suis à l'est !

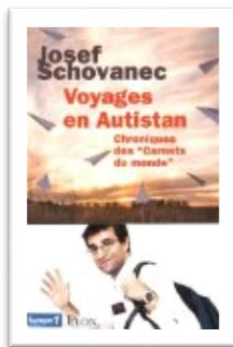
SCHOVANEC, Josef (1981-....) /GLORION, Caroline, Paris : Plon, 2012

Un autiste diplômé de Sciences-Po et possédant un doctorat en philosophie témoigne ici sur ses angoisses au quotidien ainsi que sur sa difficulté à comprendre les codes sociaux et à nouer des relations tout en racontant un parcours psychiatrique aberrant : faute de diagnostic posé, il a failli être interné. (source Electre)



Conférence MBS le 28 mars 2017

9



Voyages en Autistan

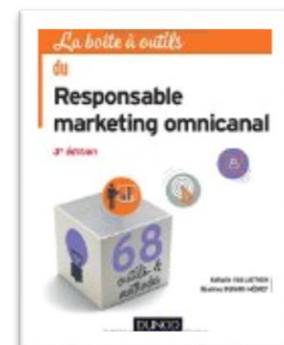
SCHOVANEC, Josef (1981-....), Paris : Plon, 2016

Compilation des chroniques de l'auteur diffusées dans l'émission Carnets du monde, chaque dimanche sur Europe 1. Mêlant histoire et anecdotes personnelles, il démontre que voyage et autisme ne sont pas incompatibles en se fondant sur sa propre expérience. Il offre son point de vue singulier sur un pays, une culture, une langue ou une cérémonie. (source Electre)

La boîte à outils du responsable marketing omnicanal

VAN LAETHEM, Nathalie /DURAND-MEGRET, Béatrice, Paris (France) : Dunod, 2017

Regroupés par thématique ou par problématique, 68 outils et méthodes utiles dans la pratique du marketing au quotidien et qui abordent notamment le marketing sectoriel, le web marketing et l'usage des médias sociaux. Chaque outil présente les étapes de la démarche marketing grâce à des illustrations pas à pas, et certains détaillent un cas d'entreprise. Avec des compléments vidéo. (source Electre)



La boîte à outils du management transversal

TESTA, Jean-Pierre /DEROULEDE, Bertrand, Paris (France) : Dunod, 2015

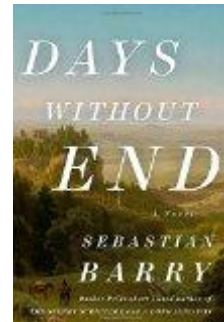
Des conseils pour appréhender le management transversal, c'est-à-dire sans lien hiérarchique, afin de susciter la coopération et fédérer de nouvelles pratiques : animation d'un groupe de travail ou d'un réseau d'experts, gestion de projet, implantation d'une politique de ressources humaines, entre autres. (source Electre)

ROMANS / NOVELS

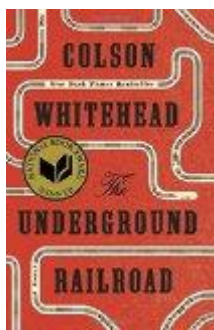
Days without end

BARRY, Sebastian, [S.l.] : Viking, 2016

Entering the U.S. army after fleeing the Great Famine in Ireland, seventeen-year-old Thomas McNulty and his brother-in-arms, John Cole, experience the harrowing realities of the Indian wars and the American Civil War between the Wyoming plains and Tennessee. (source Library of Congress)



10



The underground railroad

WHITEHEAD, Colson, [S.l.] : Doubleday, 2016

Cora is a slave on a cotton plantation in Georgia. Life is hell for all the slaves, but especially bad for Cora; an outcast even among her fellow Africans, she is coming into womanhood—where even greater pain awaits. When Caesar, a recent arrival from Virginia, tells her about the Underground Railroad, they decide to take a terrifying risk and escape. Matters do not go as planned—Cora kills a young white boy who tries to capture her. Though they manage to find a station and head north, they are being hunted. In Whitehead's ingenious conception, the Underground Railroad is no mere metaphor—engineers and conductors operate a secret network of tracks and tunnels beneath the Southern soil. (source éditeur)