

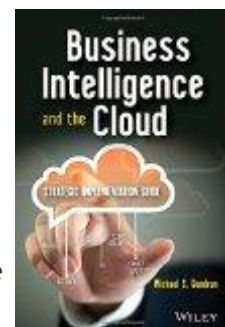
LIVRES ELECTRONIQUES / EBOOKS

02/2017

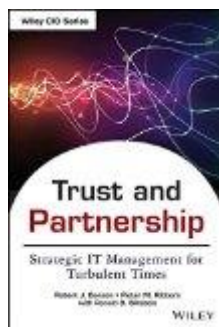
Business intelligence and the cloud

GENDRON, Michael S. , Hoboken (Etats-Unis) : John Wiley & Sons, 2014

How to measure cloud computing options and benefits to impact business intelligence infrastructure This book is a guide for managers and others involved in using cloud computing to create business value. It starts with a discussion of the media hype around cloud computing and attempt to pull together what industry experts are saying in order to create a unified definition. Once this foundation is created—assisting the reader's understanding of what cloud computing is—the discussion moves to getting business benefits from cloud computing. Lastly, the discussion focuses on examples of cloud computing, public clouds, private clouds, and virtualization. The book emphasizes how these technologies can be used to create business value and how they can be integrated into an organizations business intelligence system. It helps the user make a business case for cloud computing applications—applications that are used to gather/create data, which in turn are used to generate business intelligence.



1



Trust and partnership

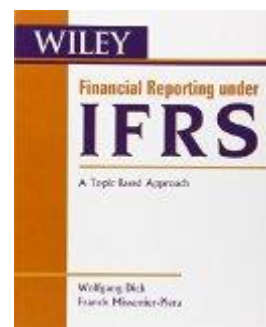
BENSON, Robert J. /RIBBERS, Pieter M. , Hoboken (Etats-Unis) : John Wiley & Sons, 2014

Proven methodologies to enhance business value by exploiting the latest global technology trends and best business and IT practices. There is no doubt that a tidal wave of change is hitting the area of business technology; new business models are forming around the cloud, new insights on how an enterprise runs is being aided by mining massive transactional and operational data sets. Decision-making is becoming almost prescient through new classes of data visualization, data analytics, and dashboards. Despite the promise of technologies to make a difference, or perhaps because of it, IT organizations face continued challenges in realizing partnerships and trust with their business partners. While many books take on elements of these emerging developments or address the stubborn barriers to "real" partnership, none make the practices involved fit together in a highly effective fashion - until now.

Financial reporting under IFRS

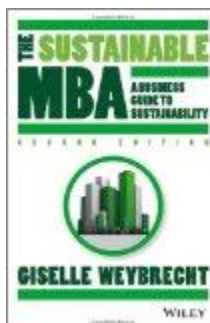
DICK, Wolfgang /MISSONIER-PIERA, Franck , Hoboken (Etats-Unis) : John Wiley & Sons, 2010

The International Financial Reporting Standards are quite different from other sets of accounting standards, and are fundamentally different from US-GAAP, in that they are based on principles, and not on detailed rules. Financial Reporting under IFRS: A topic-based approach offers a global perspective on IFRS by presenting the prescribed rationale and principles and illustrating them through numerous examples from large international companies. It aims to develop the fundamental skills necessary to read and use the information contained in all types of financial statements, through examples, activities, questions and answers. (source 4ème de couverture).



The sustainable MBA: a business guide to sustainability

WEYBRECHT, Giselle , Hoboken (Etats-Unis) : John Wiley & Sons, 2014



Whether you are an employee, a manager, an entrepreneur or a CEO, The Sustainable MBA Second Edition provides the knowledge and tools to help you 'green' your job and organization, to turn sustainability talk into action for the benefit of your bottom line and society as a whole.

Based on more than 150 interviews with experts in business, international organizations, NGOs and universities from around the world, this book brings together all the pieces of the business and sustainability puzzle including:

- What sustainability is, why you should be interested, how to get started, and

what a sustainable organization looks like.

- A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices.
- Information on how to be a sustainability champion or intrapreneur in your organization including how to sell these ideas to your team and how to incorporate them into any job.
- A survey of the exciting trends in sustainable business happening around the world.
- A wealth of links to interesting resources for more information.

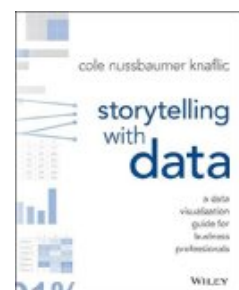
The Sustainable MBA Second Edition is organized like a business school course, allowing you easy access to the relevant information you need about sustainability as it relates to Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behaviour and HR, Operations and Strategy.

The Sustainable MBA Second Edition has been updated to reflect global developments in this evolving field to remain the definitive guide to sustainable business. (2ème de couverture)

Storytelling with data

KNAFLIC, Cole Nussbaumer , Hoboken (Etats-Unis) : John Wiley & Sons, 2015

Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. (source Abebooks)





The first move

LEMPEREUR, Alain (1965-...)/COLSON, Aurélien (1974-....), Hoboken (Etats-Unis) : John Wiley & Sons, 2010

This book provides insight into how to negotiate successfully in business and political settings alike. It proposes a negotiation method which is both a general philosophy and a set of specific techniques. This companion will allow you to do the right thing at the right time.

La diversité dans les achats : une source de performance durable

RIVAULT, Marc , Paris (France) : Association française des managers de la diversité - AFMD, 2016

Le rôle de la fonction achats ne se limite plus aujourd'hui à répondre à des besoins - produits, prestations intellectuelles, services techniques, etc. - mais reflète de plus en plus les préoccupations en matière de responsabilité sociale des organisations : travailler avec des fournisseurs habituellement écartés des processus achats et y trouver une source d'innovation et de performance ou encore sécuriser la chaîne de valeur en valorisant l'engagement de fournisseurs engagés dans la lutte contre les discriminations.

Ce guide présente des pratiques et retours d'expériences tirés d'un travail collectif ayant réuni chercheurs, experts, acheteurs et responsables diversité. Impliquant la coopération de nombreux acteurs (acheteurs, RH, prescripteurs, fournisseurs, réseaux, etc.), l'intégration de la diversité dans les achats gagne à s'inscrire dans une logique de dialogue, de bienveillance, d'anticipation et d'amélioration continue, pour contribuer au développement économique et humain de chacun. (source éditeur)



3



La gestion de la diversité dans l'Hérault, facteur d'innovation sociale et économique

MASCOVA, Elena /FENETAUD, Lorelei , Paris (France) : Association française des managers de la diversité - AFMD, 2015

Ce premier cahier resitue de façon pratique l'Hérault dans son environnement démographique et économique. Il s'intéresse aux problématiques des organisations locales publiques et privées et présente leurs bonnes pratiques en matière de management de la diversité. Il y a fort à parier que les acteurs de ce territoire déjà très mobilisés sur la question de la promotion de la diversité et de la lutte contre les exclusions se saisiront de ce travail pour alimenter leur réflexion et leur pratique. (source éditeur)

Du contrat de génération au management intergénérationnel

NDOYE, Soukey , Paris (France) : Association française des managers de la diversité - AFMD, 2015

Cet ouvrage fournit des éléments théoriques et pratiques pour valoriser la complémentarité, le co-développement et la co-construction des savoirs et les compétences entre les générations au travail.

Passage désormais obligé des pratiques de gestion des ressources humaines, le management intergénérationnel en appelle à une responsabilité partagée des organisations, des managers et des salariés pour repenser un nouveau pacte de solidarité entre les générations au sein de l'entreprise. (source auteur)





Le dialogue social et la gestion de la diversité

CORNE, Annie /SAPIN, Michel , Paris (France) : Association française des managers de la diversité - AFMD, 2014

Le dialogue social sur la diversité, de par la variété des sujets traités et des publics concernés, apparaît comme le lieu privilégié de discussions sur le développement des ressources humaines en entreprise. Les partenaires sociaux en sont bien conscients comme en atteste le nombre des accords collectifs sur la diversité.

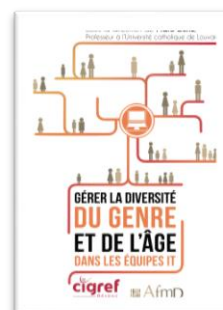
Issu d'un travail collectif ayant réuni des chercheurs, des représentants d'entreprises et des organisations syndicales, ce guide vise à fournir aux partenaires sociaux des pistes de réflexion pour comprendre les enjeux du dialogue social sur la diversité. Outre de nombreux exemples d'innovations en la matière, il contient des informations pratiques et des extraits d'accords à l'usage des négociateurs et de tous ceux qui misent sur le dialogue social pour faire progresser le management de la diversité. (source éditeur)

Gérer la diversité du genre et de l'âge dans les équipes IT

ZUNE, Marc , Paris (France) : Association française des managers de la diversité - AFMD, 2013

Cet ouvrage publié par l'AFMD et le CIGREF, vise à fournir aux managers les éléments nécessaires à la promotion de la diversité, un enjeu important au regard du fonctionnement des entreprises. Il s'agit d'accompagner les managers dans la lutte contre certains stéréotypes, de leur apporter un éclairage sur les freins que peuvent rencontrer les femmes et les seniors dans ce secteur et sur les actions à mettre en place pour favoriser la diversité dans ces métiers.

Enfin, il donne quelques pistes de réflexion qui pourront inspirer les lecteurs soucieux de mettre en place leur propre système de management de la diversité dans leurs équipes IT. (source éditeur)



4



Discriminations liées à l'origine : prévenir et agir dans le monde du travail

Collectif, Paris (France) : Association française des managers de la diversité - AFMD, 2016

Cet ouvrage est issu des travaux d'une commission de travail co-pilotée par la Fondation Agir Contre l'Exclusion (FACE) et l'Association Française des Managers de la Diversité (AFMD), afin de mener une réflexion partagée sur les discriminations liées à l'origine dans les entreprises. Comment identifier le problème ? Par quelles entrées l'aborder ? Quel positionnement adopter ?

Comment communiquer sur cette question en interne et en externe ? Comment agir ?

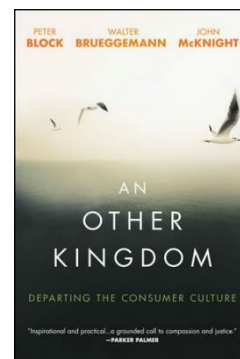
Ce guide a été conçu pour répondre aux attentes et aux besoins des entreprises en la matière. Il développe des pistes de réflexion et d'actions pour sensibiliser et lutter contre les discriminations liées à l'origine. (source AFMD)

An Other Kingdom

BLOCK, Peter /BRUEGGEMANN, Walter , Hoboken (Etats-Unis) : John Wiley & Sons, 2016

Our seduction into beliefs in competition, scarcity, and acquisition are producing too many casualties. We need to depart a kingdom that creates isolation, polarized debate, an exhausted planet, and violence that comes with the will to empire. The abbreviation of this empire is called a consumer culture.

We think the free market ideology that surrounds us is true and inevitable and represents progress. We are called to better adapt, be more agile, more lean, more schooled, more, more, more. Give it up. There is no such thing as customer satisfaction. "An Other Kingdom" takes us out of a culture of addictive consumption into a place where life is ours to create together. This satisfying way depends upon a neighborly covenant-an agreement that we together, will better raise our children, be healthy, be connected, be safe, and provide a livelihood. The neighborly covenant has a different language than market-hype. It speaks instead in a sacred tongue. (source éditeur)



The Lean Book of Lean

EARLEY, John A. , Hoboken (Etats-Unis) : John Wiley & Sons, 2016

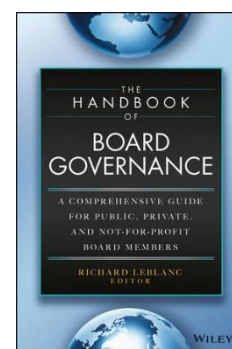
The Lean Book of Lean provides a succinct overview of the concepts of Lean, explains them in everyday terms, and shows how the general principles can be applied in any business or personal situation. Disengaging the concept of Lean from any particular industry or sector, this book brings Lean out of the factory to help you apply it anywhere, anytime. You'll learn the major points and ideas along with practical tips and hints, and find additional insight in the illustrative examples. Lean is all about achieving the desired outcome with the minimum amount of fuss and effort, and this book practises what it preaches - concise enough to be read in a couple of

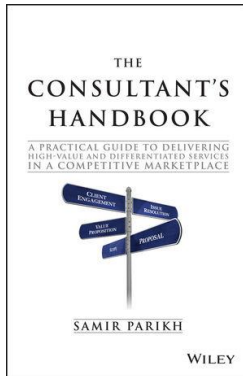
sittings, it nonetheless delivers a wealth of information distilled into the essential bits you need to know. (source éditeur)

The Handbook of Board Governance: A Comprehensive Guide for Public, Private and Not-for-Profit Board Members

LEBLANC, Richard /AMICO, Alissa /et al., Hoboken (Etats-Unis) : John Wiley & Sons, 2016

Written by collaboration among subject matter experts, this book combines academic rigor and practitioner experience to provide thorough guidance and deep insight. From diversity, effectiveness, and responsibilities, to compensation, succession planning, and financial literacy, the topics are at once broad-ranging and highly relevant to current and aspiring directors. The coverage applies to governance at public companies, private and small or medium companies, state-owned enterprises, family owned organizations, and more, to ensure complete and clear guidance on a diverse range of issues. An all-star contributor list including Ram Charan, Bob Monks, Nell Minow, and Mark Nadler, among others, gives you the insight of thought leaders in the areas relevant to your organization. (source éditeur)





The Consultant's Handbook: A Practical Guide to Delivering High-value and Differentiated Services in a Competitive Marketplace

PARIKH, Samir , Hoboken (Etats-Unis) : John Wiley & Sons, 2015

This comprehensive handbook covers the fundamental skills and attitudes required by successful consultants from novice to practitioner level, irrespective of their specialist area. It untangles the key variables present in any consulting service and introduces practical ways to improve their effectiveness based upon the author's experience of helping consulting organisations to develop and excel in the marketplace. The book explores consulting 'from the ground up' steering away from theory and focusing

instead on practical application, providing a solid platform upon which to build further domain-specific competence.

The Consultant's Handbook provides:

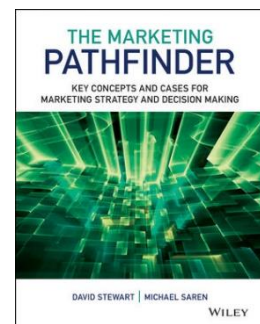
- An understanding of the key variables that can be addressed in order to improve one's own consulting performance
- A set of simple practices that can be implemented with immediate benefit to the reader
- Practical insight into day-to-day real life consulting interactions
- Confidence to implement the new ideas and approaches

The Marketing Pathfinder: Key Concepts and Cases for Marketing Strategy and Decision Making

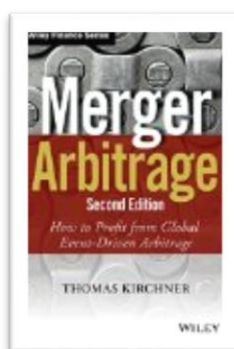
STEWART, David /SAREN, Michael , Hoboken (Etats-Unis) : John Wiley & Sons, 2015

Dozens of lively international case studies that help readers put core marketing principles in a real-world context.

From market research to positioning and brand management to customer relations, marketing is the engine that drives innovation and growth in the modern business organization. This latest addition to the acclaimed Pathfinder series, like its popular predecessor, The Strategy Pathfinder, features a unique blend of core concepts and brief, international case studies. A refreshing contrast to traditional marketing texts and references, which tend to be prescriptive and directive, The Marketing Pathfinder offers professionals and marketing students alike an effective way to contextualize the marketing decisions they'll make in the real world of business. (source éditeur)



6



Merger Arbitrage: How to Profit from Global Event-Driven Arbitrage

KIRCHNER, Thomas , Hoboken (Etats-Unis) : John Wiley & Sons, 2016

This book is the definitive guide to the ins and outs of the burgeoning merger arbitrage hedge fund strategy, with real-world examples that illustrate how mergers work and how to take advantage of them. Author Thomas Kirchner, founder of the Pennsylvania Avenue Event-Driven Fund, discusses the factors that drove him to invest solely in merger arbitrage and other event-driven strategies, and details the methods used to incorporate merger arbitrage into traditional investment strategies.

And while there is always a risk that a deal will fall through, the book explains how minimal such risks really are when the potential upside is factored in. Early chapters of the book focus on the basics of the merger arbitrage strategy, including an examination of mergers and the incorporation of risk into the arbitrage decision. (source éditeur)

The Data Industry: The Business and Economics of Information and Big Data

TANG, Chunlei , Hoboken (Etats-Unis) : John Wiley & Sons, 2016

This book bridges the gap between economics and data science to help data scientists understand the economics of big data, and enable economists to analyze the data industry. It begins by explaining data resources and introduces the data asset. This book defines a data industry chain, enumerates data enterprises' business models versus operating models, and proposes a mode of industrial development for the data industry. The author describes five types of enterprise agglomerations, and multiple industrial cluster effects. A discussion on the establishment and development of data industry related laws and regulations is provided. In addition, this book discusses several scenarios on how to convert data driving forces into productivity that can then serve society. This book is designed to serve as a reference and training guide for data scientists, data-oriented managers and executives, entrepreneurs, scholars, and government employees. (source éditeur)

