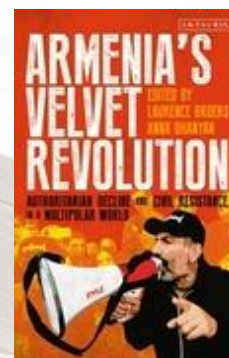
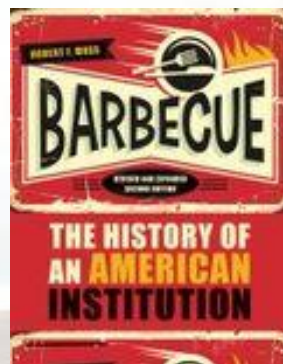
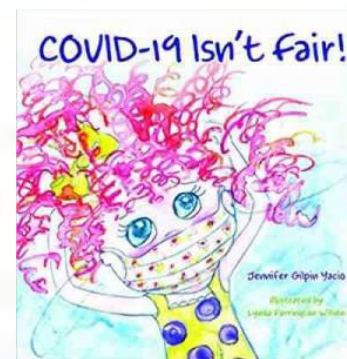
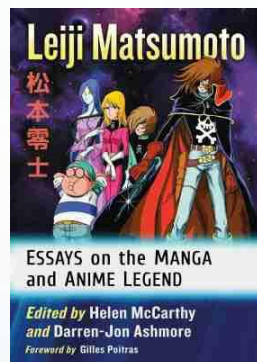


New Trade Titles 3Q 2020

to be sold to the public through booksellers





Publishers' Representative Central/Eastern Europe



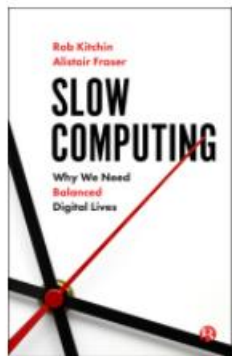
TBIS
Design your own subject newsletters

ONIXDB
Generate your own subject lists

Home About News Online Forthcoming titles **Publishers** Booksellers Shipping Jargon Buster Contact Sites to see Cal

New Books September 2020

Published 2020-09-03



Welcome to September! Please find below links to a complete list of books published this month and selection of less than a hundred of the most interesting ones: Complete September 2020 Title list September 2020 Select Title list > Recommended in September 2020 The Poetics of Noise from Dada to Punk John Melillo Bloomsbury Academic (JL) ISBN: 9781501359910 208 pages, September 2020 80.0 GBP Atlas o ... [read more](#)

New Books September 2020

Published 2020-09-03

Welcome to September!

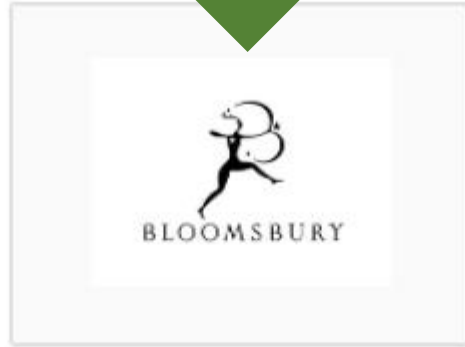
Please find below links to a complete list of books published this month and a selection of less than a hundred of the most interesting ones:

[Complete September 2020 Title list >](#)

[September 2020 Select Title list >](#)

Recommended in September 2020



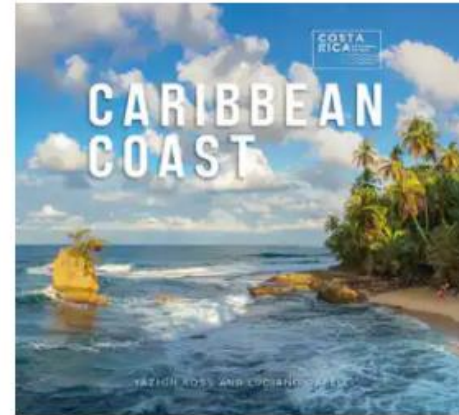




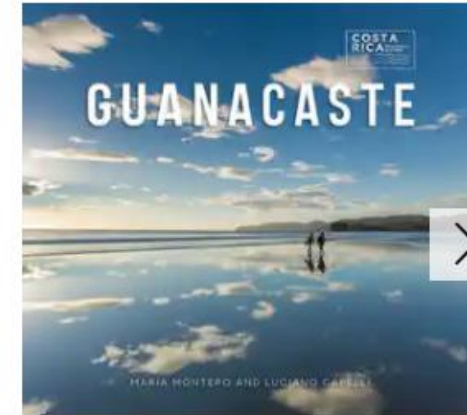
Central Valley
 Diego Arguedas Ortiz,
 Luciano Capelli
 Cornell University Press
 ISBN: 9781501752834
 132 pages, 2020
 13.99 GBP



**Manuel Antonio,
 Ballena, and Carara**
 Diego Arguedas Ortiz,
 Luciano Capelli
 Cornell University Press
 ISBN: 9781501752841
 124 pages, 2020
 13.99 GBP



Caribbean Coast
 by Yazmín Ross and
 Luciano Capelli
 Price: £13.99
 Pub Date: 15th October
 2019
 Format: Paperback



Guanacaste
 by María Montero and
 Luciano Capelli
 Price: £13.99
 Pub Date: 15th October
 2019
 Format: Paperback

Costa Rica Regional Guides

People



Becoming Beauvoir:
A Life
Kate Kirkpatrick
Bloomsbury Academic
ISBN: 9781350168435
496 pages,
August 2020
12.99 GBP



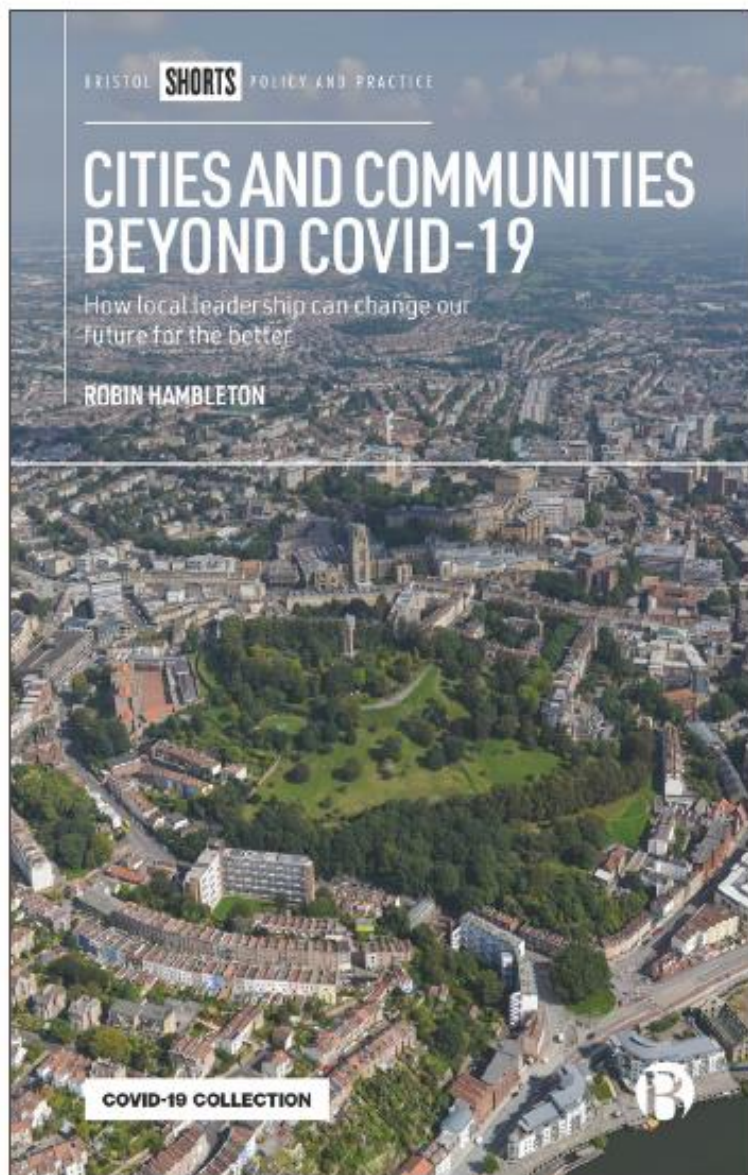
Reagan: American Icon
Iwan Morgan
Bloomsbury Academic
ISBN: 9781838606671
424 pages, July 2020
12.99 GBP



Unlikely Angel: The
Songs of Dolly Parton
Lydia R. Hamessley
University of Illinois
Press (JL)
ISBN: 9780252085420
296 pages, October
2020
14.99 GBP



Freddie Mercury: An
Illustrated Life
Alfonso Casas
University of Texas Press (JL)
ISBN: 9781477320631
136 pages, August 2020
16.99 GBP



PB	£9.99	ISBN 9781529215854
EPUB	£7.99	ISBN 9781529215861
EPDF	£45.00	ISBN 9781529215878



Cities and Communities Beyond COVID-19

How Local Leadership Can Change Our Future for the Better

Robin Hambleton, University of the West of England (Emeritus Professor)

The COVID-19 virus outbreak has rocked the world and it is widely accepted that there can be no return to the pre-pandemic society of 2019. However, many suggestions for the future of society and the planet are aimed at national governments, international bodies and society in general.

Drawing on a decade of research by an internationally renowned expert, this book focuses on how cities and communities can lead the way in developing recovery strategies that promote social, economic and environmental justice.



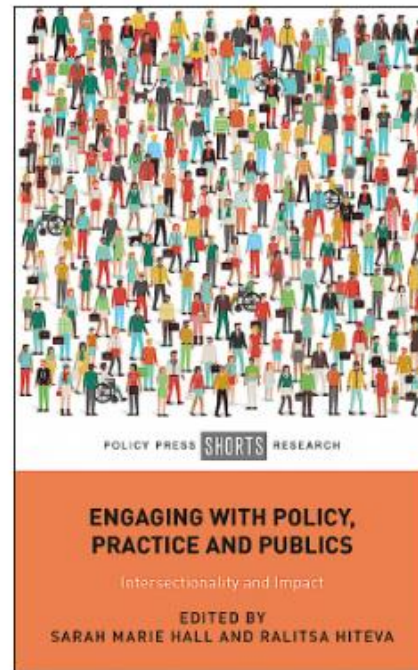
What Works in Improving Gender Equality

By Kirstein Rummery, Craig McAngus and Alcuin Edwards



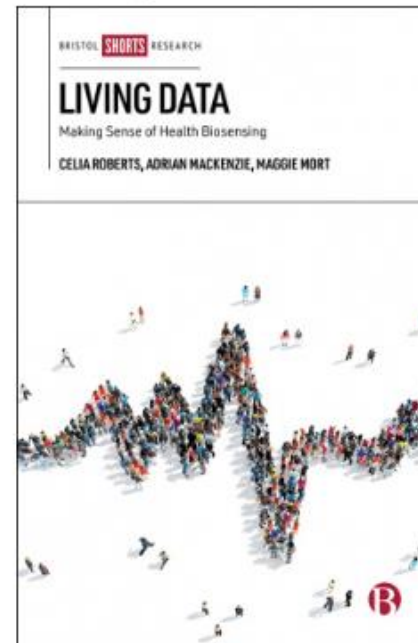
Basic Income Experiments

By Jurgen De Wispelaere and Evelyn Forget



Engaging with Policy, Practice and Publics

Edited by Sarah Marie Hall and Ralitsa Hiteva

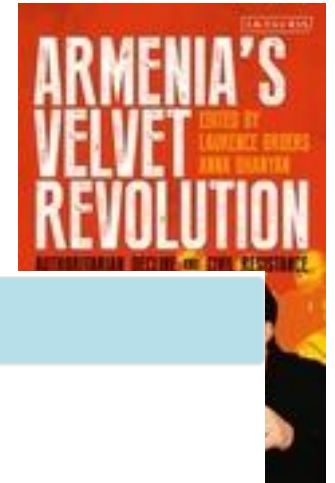
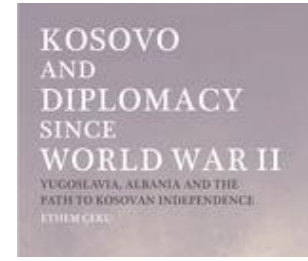


Living Data

By Celia Roberts, Adrian Mackenzie and Maggie Mort With Mette Kragh-Furbo, Joann Wilkinson and Theresa Atkinson

BRISTOL **SHORTS** POLICY AND PRACTICE

Local Interest



Publishers' Representative Central/Eastern Europe

TBIS
Design your own subject newsletters

ONIXDB
Generate your own subject lists

[Home](#) [About](#) [News](#) [Online](#) [Forthcoming titles](#) [Publishers](#) [Booksellers](#) [Shipping](#) [Jargon Buster](#) [Contact](#) [Sites to see](#) [Calendar](#) [Catalogues](#) [Videos and Tutorials](#)

Regional Interest

Below you can find local Eastern European interest titles grouped by country/region.
Please click on the right picture in order to get the excel list.



Balkans



Bulgaria



Georgia

Local Interest

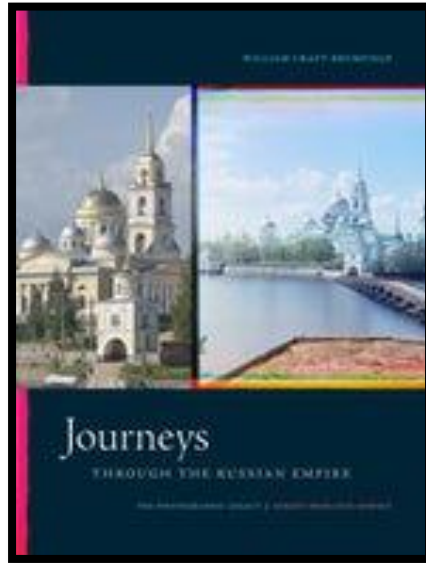
- [European Union](#)
- [Jewish Studies](#)
- [Regional Interest](#)

Catalogues

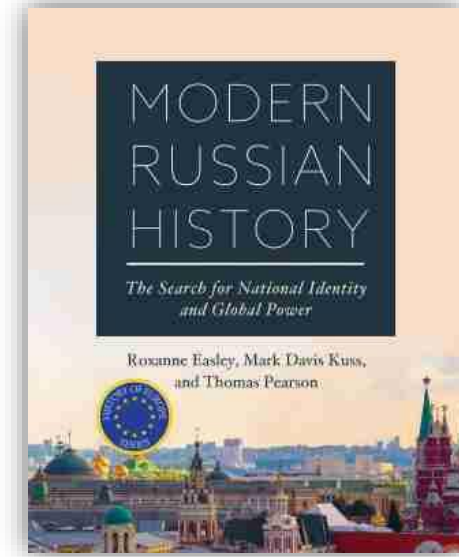
- [Information for Authors](#)
- [Berghahn](#)
- [Bloomsbury](#)
- [Bloomsbury Hart Publishing](#)



Russia Interest



Journeys through the Russian Empire:
The Photographic Legacy of Sergey Prokudin-Gorsky
William Craft Brumfield
Duke University Press (JL)
ISBN: 9781478006022
528 pages, August 2020
41.00 GBP



Modern Russian History:
The Search for National Identity and Global Power
Roxanne Easley, Thomas Pearson, Mark Davis Kuss
Eurospan (JL)
ISBN: 9781516502721
360 pages, March 2020
76.00 EUR

The Career of Nicodemus Dyzma

A Novel

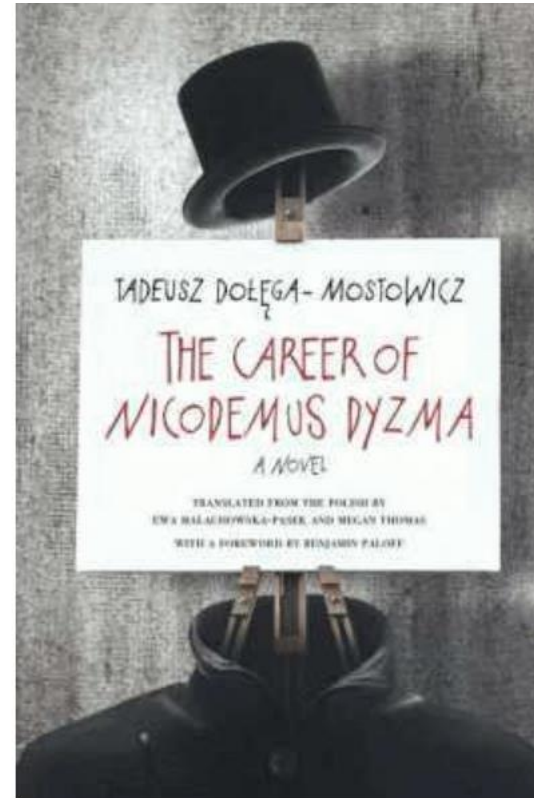
Tadeusz Dolega-Mostowicz

Translated by Ewa Malachowska-Pasek & Megan Thomas

Foreword by Benjamin Paloff

First published in Polish in 1932, *The Career of Nicodemus Dyzma* was Tadeusz Dolega-Mostowicz's breakout novel.

Dyzma is an unemployed clerk who crashes a swanky party, where he makes an offhand crass remark that sets him on a new course. Soon high society—from government ministers to drug-fueled aristocrats—wants a piece of him. As Dyzma's status grows, his vulgarity is interpreted as authenticity and strength. He is unable to comprehend complicated political matters, but his cryptic responses are celebrated as wise introspection. His willingness to do anything to hold on to power—flip-flopping on political positions, inventing xenophobic plots, even having enemies assaulted—only leads to greater success.



9780810142879, September 2020

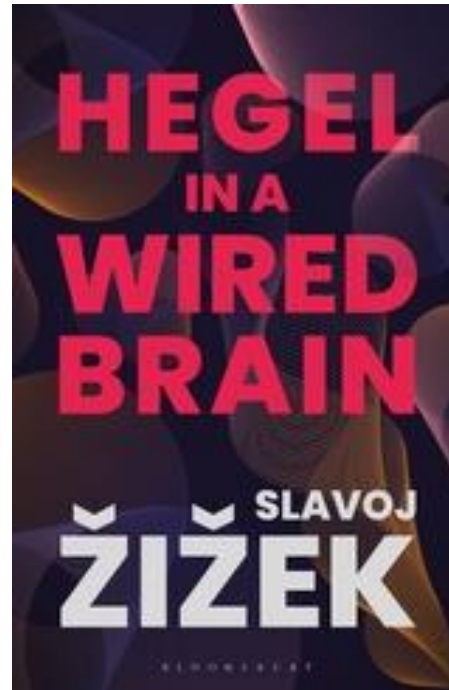
Paperback, 312pp

£19.95 / €23.00

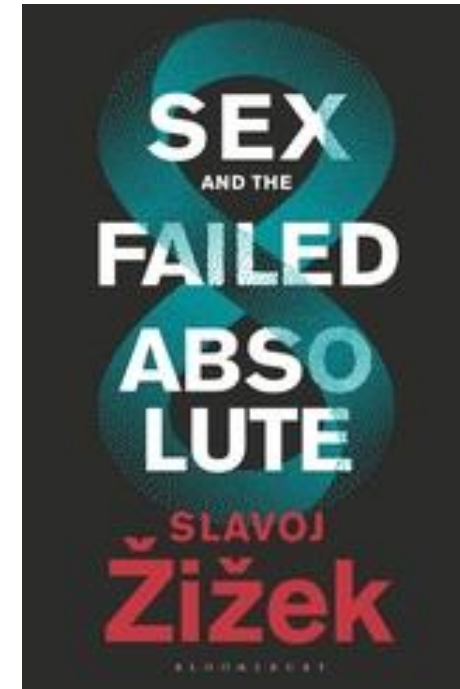
Northwestern University Press



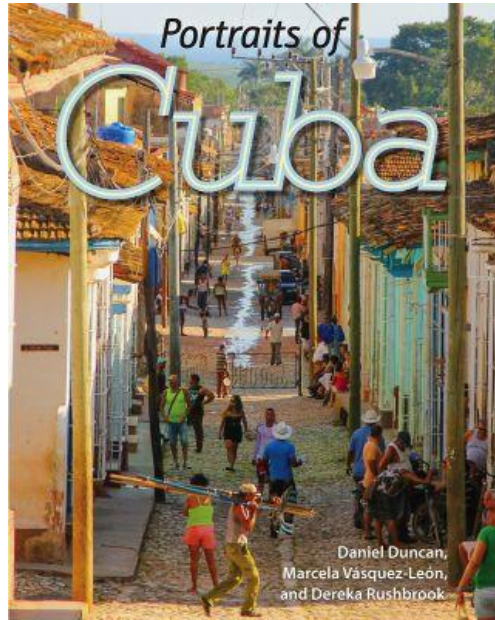
Žižek on Race: Toward an
Anti-Racist Future
Zahi Zalloua
Bloomsbury Academic (JL)
ISBN: 9781350094208
256 pages, February 2020
19.99 GBP



Hegel in A Wired Brain
Slavoj Žižek
Bloomsbury Academic (JL)
ISBN: 9781350124417
208 pages, July 2020
20.00 GBP



Sex and the Failed Absolute
Slavoj Žižek
Bloomsbury Academic (JL)
ISBN: 9781350043787
496 pages, October 2019
22.99 GBP



Portraits of Cuba

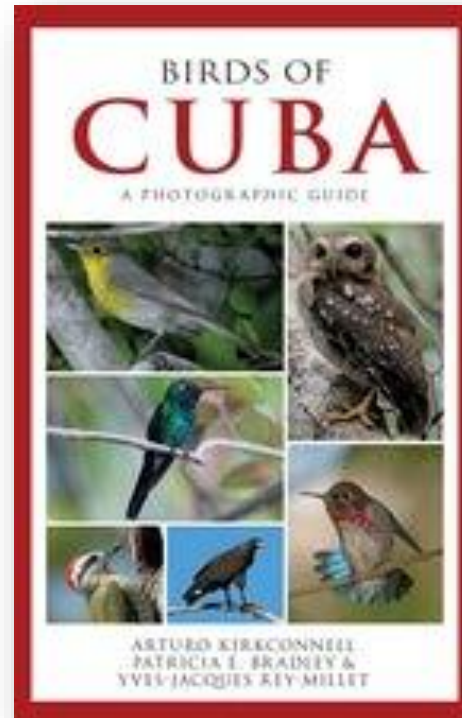
Daniel Duncan

Eurospan (JL)

ISBN: 9781683401568

240 pages, September 2020

42.00 EUR



Birds of Cuba

A Photographic Guide

by Arturo Kirkconnell, Patricia E. Bradley and Yves-Jacques Rey-Millet

Published by: Cornell

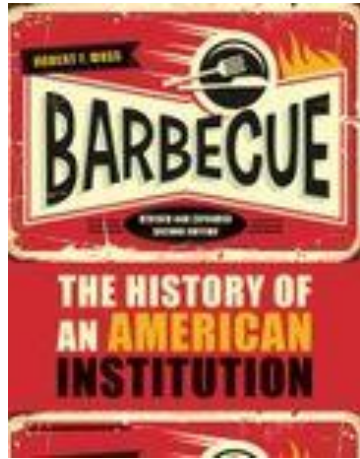
ISBN: 9781501751561

384 pages, 130.00 x 202.00 mm,

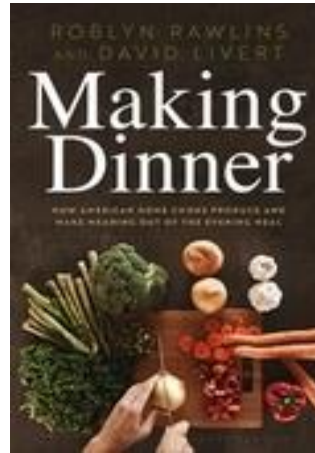
600 color photos, 203 maps

£25.99

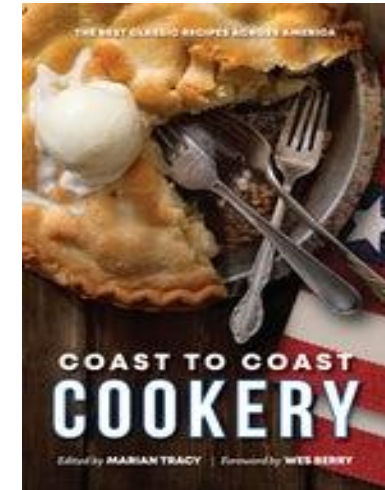
Cooking and Food



Barbecue: The History of an American Institution, Revised and Expanded
 Robert F. Moss
 Eurospan (JL)
 ISBN: 9780817320652
 344 pages, September 2020
 34.00 EUR



Making Dinner: How American Home Cooks Produce and Make Meaning Out of the Evening Meal
 Roblyn Rawlins, David Livert
 Bloomsbury Academic (JL)
 ISBN: 9781350176690
 232 pages, July 2020
 28.99 GBP

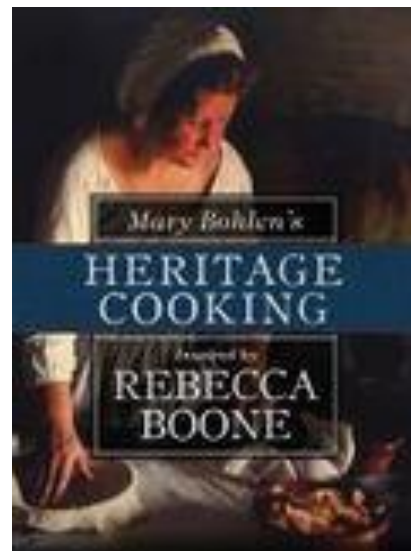


Coast to Coast Cookery
 The Best Classic Recipes Across America
 Edited by Marian Tracy
 Price: £15.99
 Pub Date: 10th March 2020
 Indiana UP
 ISBN 9780253047106
 Format: Paperback

Cooking and Food



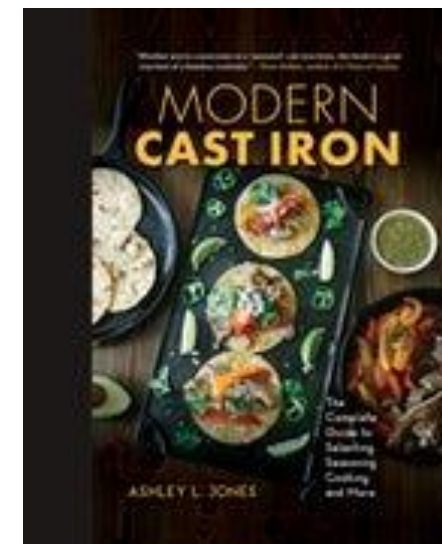
This Is the Plate: Utah Food Traditions
 Eric A. Eliason, Lynne S. McNeill, Carol Edison
 Eurospan (JL)
 ISBN: 9781607817406
 450 pages, August 2020
 42.00 EUR



Mary Bohlen's Heritage Cooking
 Inspired by **Rebecca Boone**
 Mary Bohlen
 Eurospan (JL)
 ISBN: 9780881467383
 March 2020
 26.00 EUR

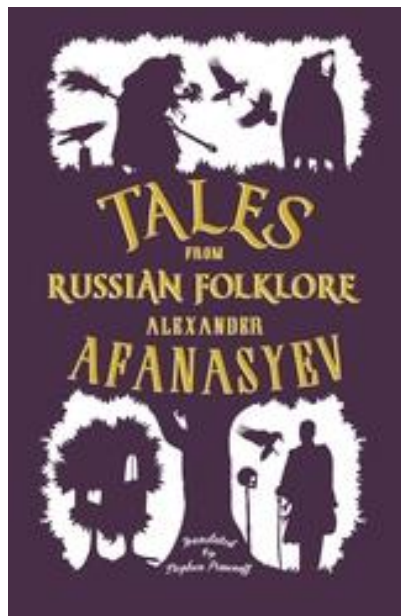


Cooking with the Oldest Foods on Earth:
 Australian Native Foods: Recipes and Sources
 John Newton
 Eurospan (JL)
 ISBN: 9781742236124
 160 pages, January 2020
 17.00 EUR

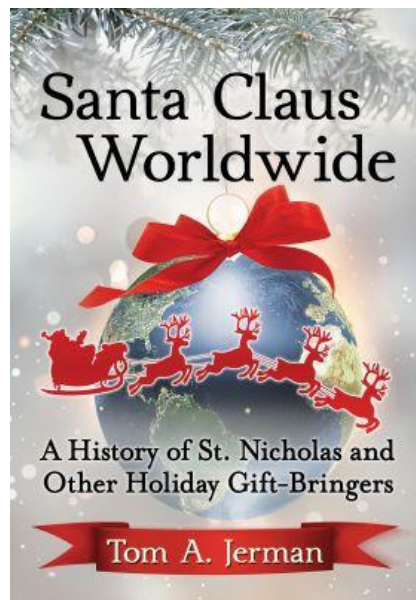


Modern Cast Iron: The Complete Guide to Selecting, Seasoning, Cooking, and More
 Ashley L. Jones
 Indiana University Press
 ISBN: 9781684351022
 232 pages, August 2020
 17.99 GBP

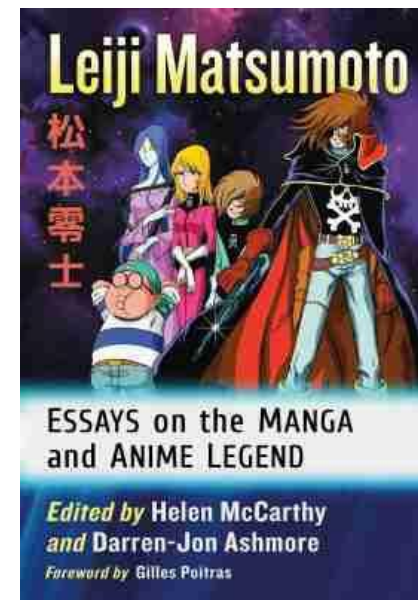
Gift For collectors



Tales from Russian Folklore: New Translation
By: Alexander Afanasyev
 ISBN 9781847498373
 Pbk, 320 p October 2020

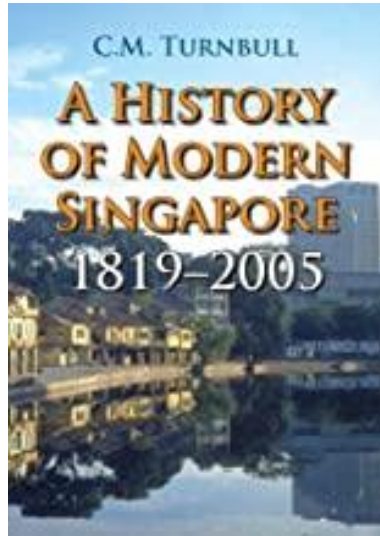


Santa Claus Worldwide: A History of St. Nicholas and Other Holiday Gift-Bringers
 Tom A. Jerman
 Eurospan (JL)
 ISBN: 9781476680934
 216 pages, July 2020
 48.00 EUR

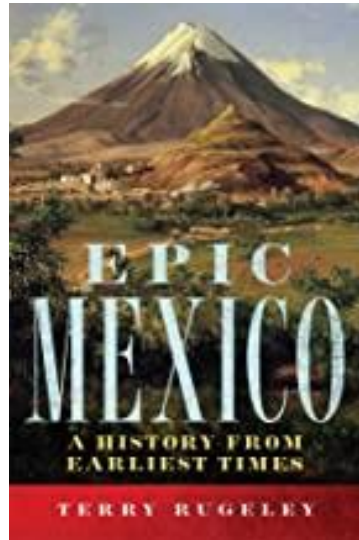


Leiji Matsumoto: Essays on the Manga and Anime Legend
 Helen McCarthy, Darren-Jon Ashmore
 Eurospan (JL)
 ISBN: 9781476679969
 206 pages, September 2020
 53.00 EUR

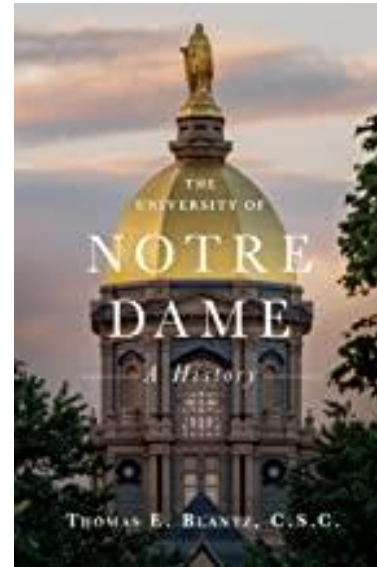
History of ...



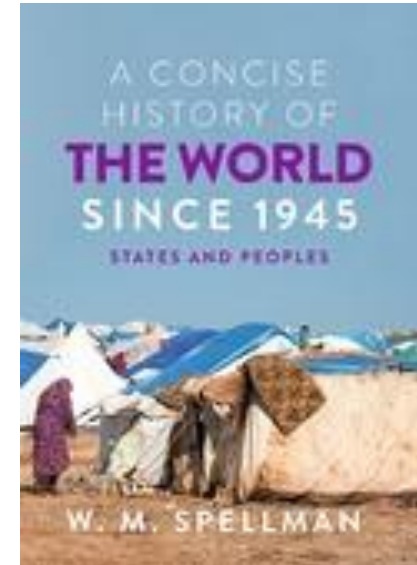
A History of Modern Singapore, 1819-2005
C.Mary Turnbull
Eurospan (JL)
ISBN: 9789813251168 (PBK)
520 pages, August 2020
29.00 EUR



Epic Mexico: A History from Its Earliest Times
Terry Rugeley
Eurospan (JL)
ISBN: 9780806167077
248 pages, August 2020
24.00 EUR

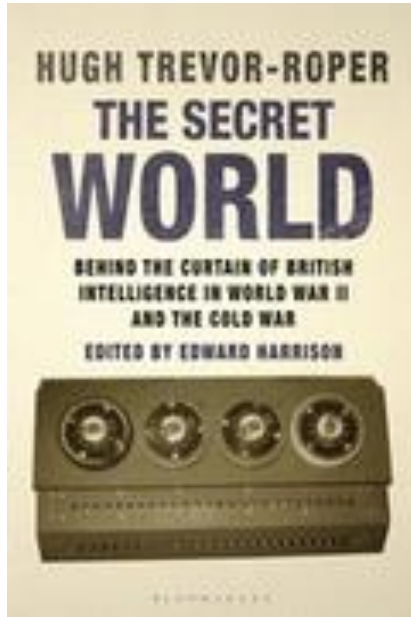


The University of Notre Dame: A History
Thomas E. Blantz C.S.C.
University of Notre Dame Press
ISBN: 9780268108212
752 pages, August 2020
41.00 GBP



A Concise History of the World Since 1945: States and Peoples
W. M. Spellman
Macmillan International Higher Education (JL)
ISBN: 9781352010206
313 pages, September 2020
26.99 EUR

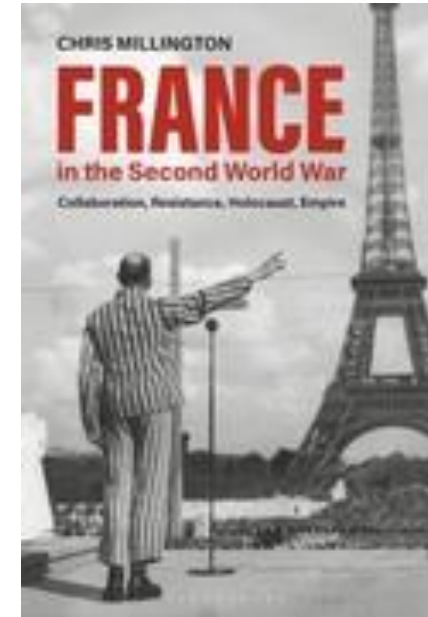
World War II



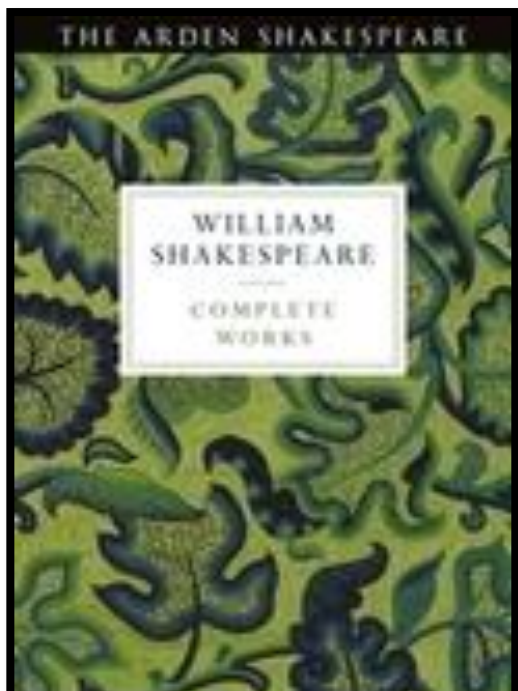
The Secret World: Behind the Curtain of British Intelligence in World War II and the Cold War
 Hugh Trevor-Roper
 Bloomsbury Academic (JL)
 ISBN: 9781350160798
 320 pages, June 2020
 19.99 GBP



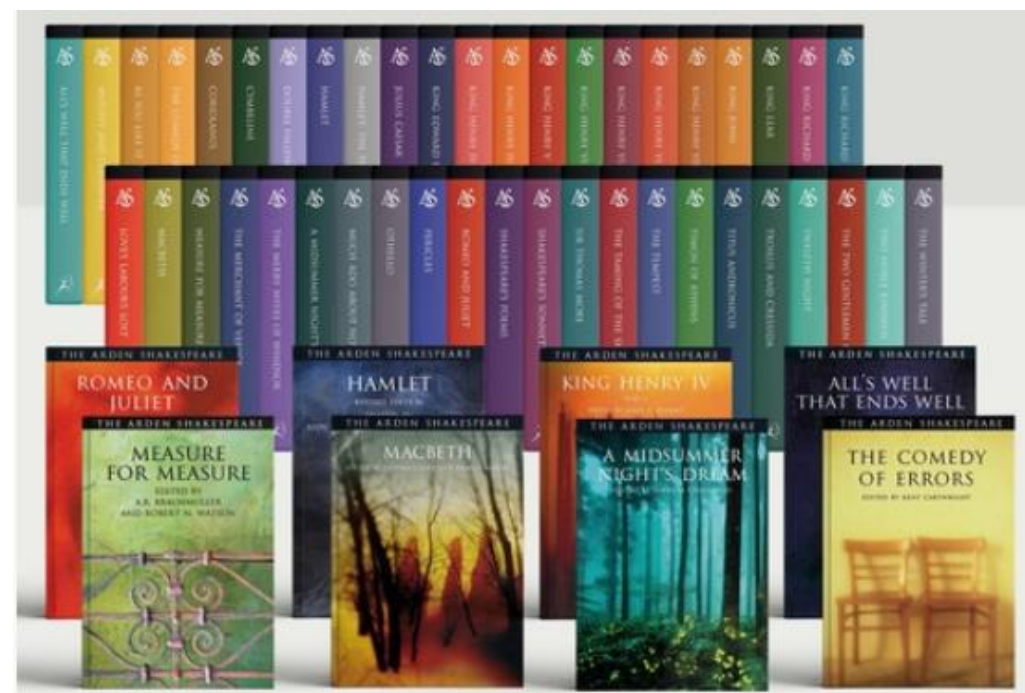
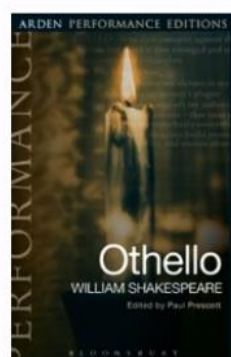
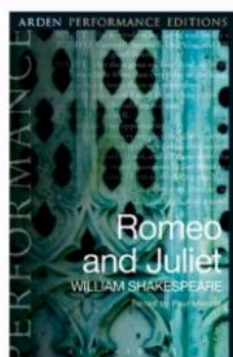
The Phoney Victory: The World War II Illusion
 Peter Hitchens
 Bloomsbury Academic (JL)
 ISBN: 9781350156333
 288 pages, July 2020
 10.99 GBP



France in the Second World War: Collaboration, Resistance, Holocaust, Empire
 Chris Millington
 Bloomsbury Academic (JL)
 ISBN: 9781350094970
 272 pages, August 2020
 22.99 GBP

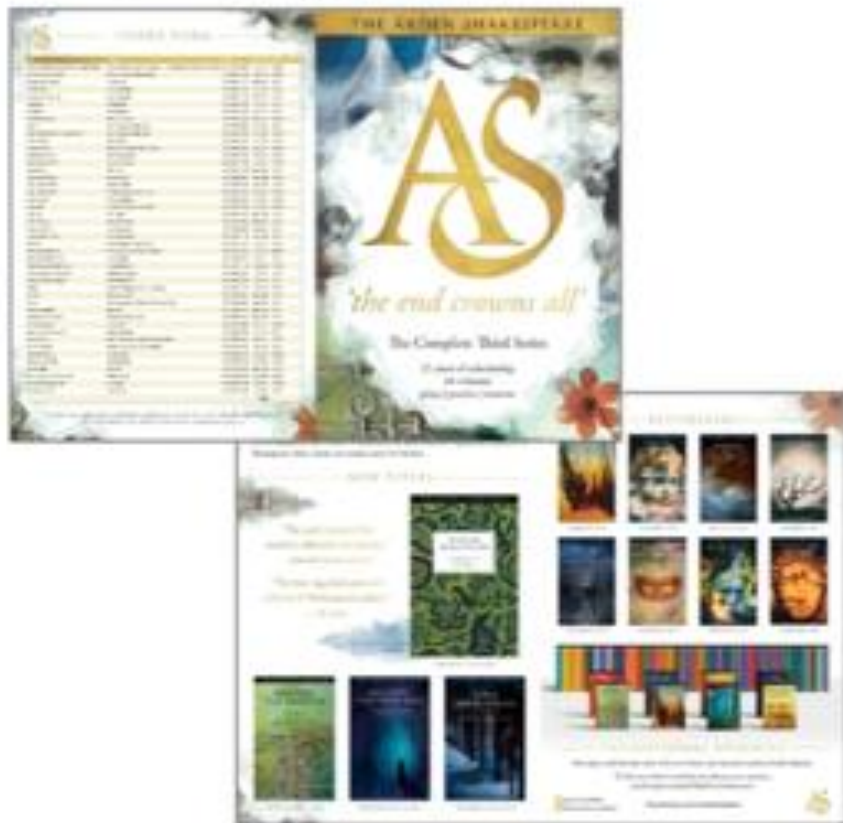


Arden Shakespeare Third Series Complete Works
 Ann Thompson, David Scott Kastan, H. R. Woudhuysen, Richard Proudfoot
 Bloomsbury Academic (JL)
 ISBN: 9781474296366
 1504 pages, October 2020
 21.99 GBP



The Arden Shakespeare Third Series Complete Paperback Set 44 titles
 ISBN 9781350153059 at 239 GBP

Blad with complete stocklist



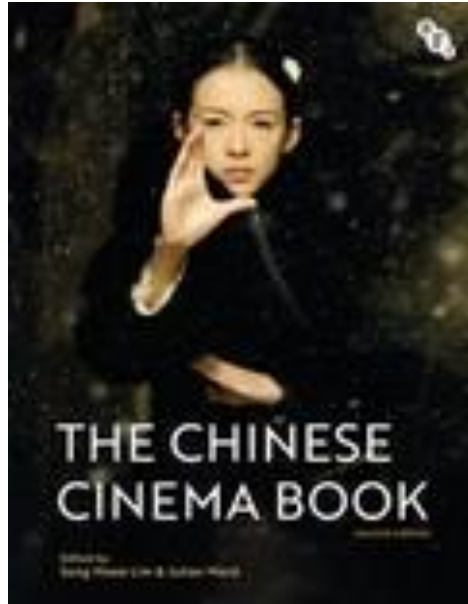
Bookmarks



Shopper bags



Film



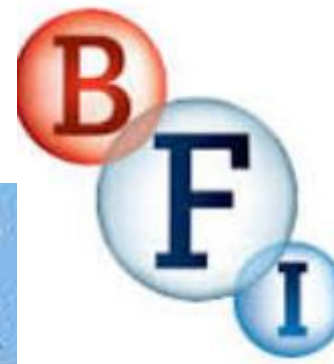
The Chinese Cinema Book

Song Hwee Lim, Julian Ward
Bloomsbury Academic (JL)
ISBN: 9781911239536
336 pages, May 2020
29.99 GBP



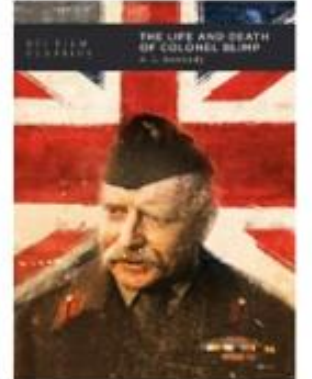
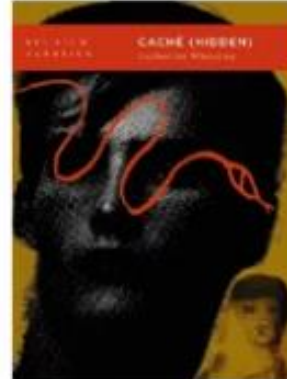
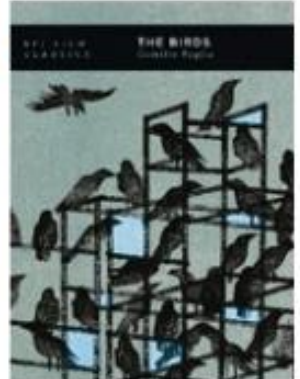
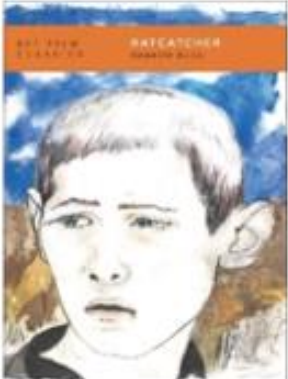
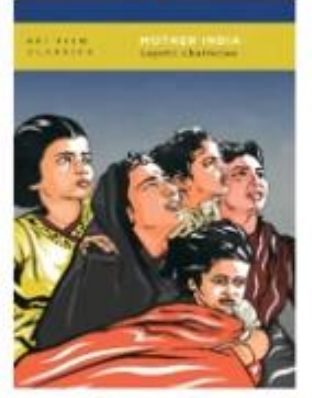
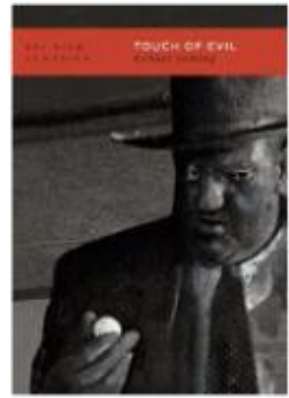
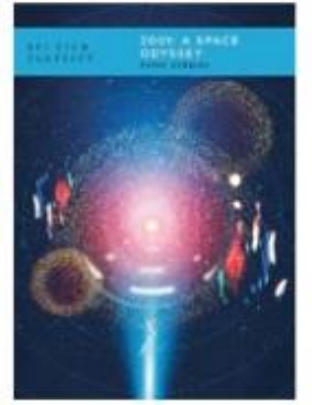
The German Cinema Book

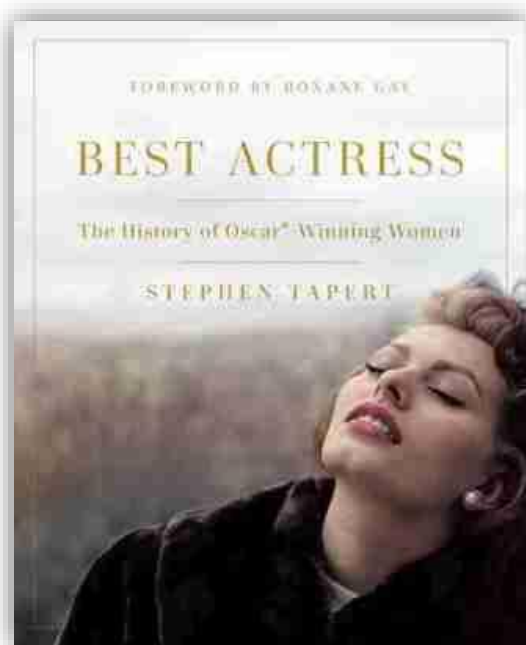
Tim Bergfelder, Erica Carter,
Deniz Göktürk, Claudia Sandberg
Bloomsbury Academic (JL)
ISBN: 9781844575305
624 pages, February 2020
34.99 GBP



The Japanese Cinema Book

Hideaki Fujiki, Alastair Phillips
Bloomsbury Academic (JL)
ISBN: 9781844576784
624 pages, April 2020
32.99 GBP





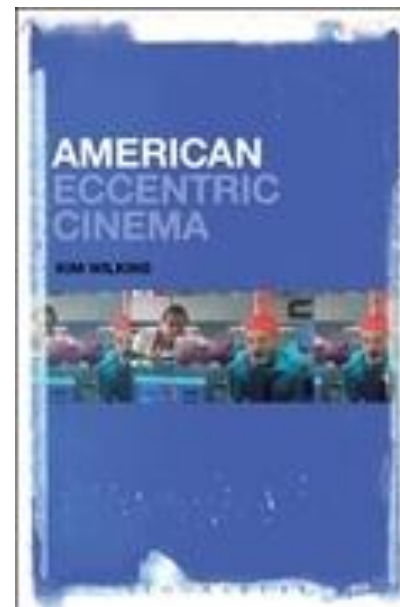
Best Actress: The History of Oscar®-Winning Women

Stephen Tapert
Eurospan (JL)
ISBN: 9781978808058
516 pages, November 2019
38.00 EUR



Hollywood and the Invention of England:

Projecting the English Past in American Cinema, 1930-2017
Jonathan Stubbs
Bloomsbury Academic
ISBN: 9781501368134
224 pages August 2020
28.99 GBP



American Eccentric Cinema

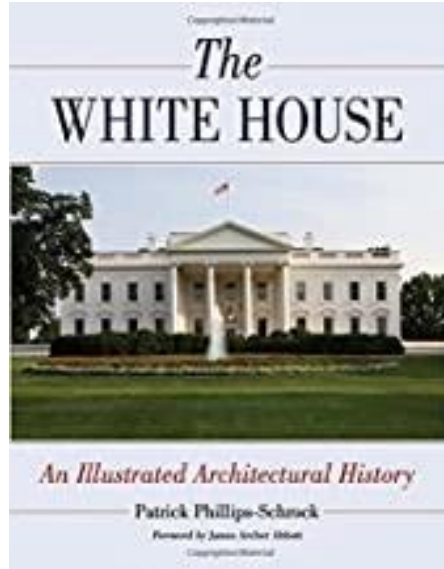
Kim Wilkins
Bloomsbury Academic
ISBN: 9781501368110
224 pages, August 2020
28.99 GBP



Mass Producing European Cinema:

Studiocanal and Its Works
Christopher Meir
Bloomsbury Academic
ISBN: 9781501368103
272 pages August 2020
28.99 GBP

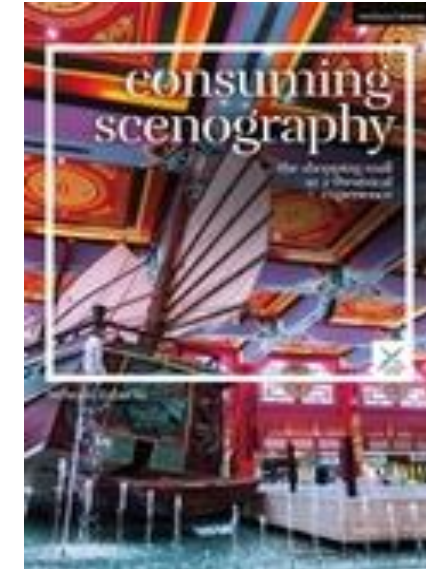
Architecture



The White House
 An Illustrated Architectural History
 Patrick Phillips-Schrock
 Eurospan (JL)/ McFarland
 ISBN: 9781476685182
 224 pages, August 2020
 48.00 EUR



The Architecture Machine:
 The Role of Computers in Architecture
 Teresa Fankhänel, Andres Lepik
 De Gruyter (JL)
 ISBN: 9783035621549
 248 pages, July 2020
 39.95 EUR



Consuming Scenography: The Shopping Mall as a Theatrical Experience
 Nebojša Tabacki
 Bloomsbury Academic (JL)
 ISBN: 9781350110892
 208 pages, July 2020
 75.00 GBP



Life in Revolutionary France

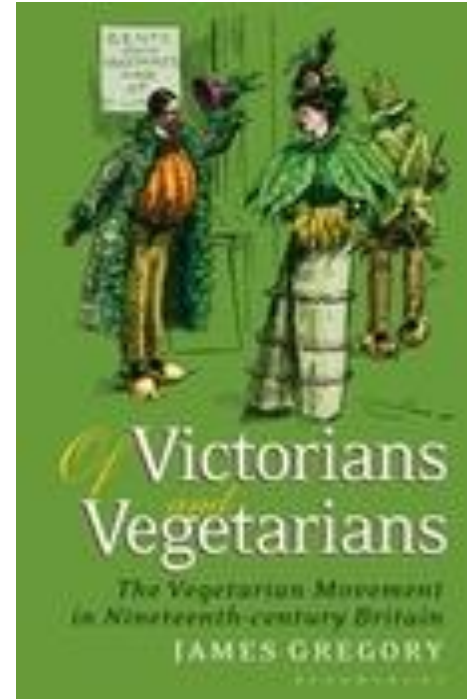
Mette Harder, Jennifer Ngaire Heuer

Bloomsbury Academic (JL)

ISBN: 9781350077294

424 pages, August 2020

27.99 GBP



Of Victorians and Vegetarians: The Vegetarian Movement in Nineteenth-century Britain

James Gregory

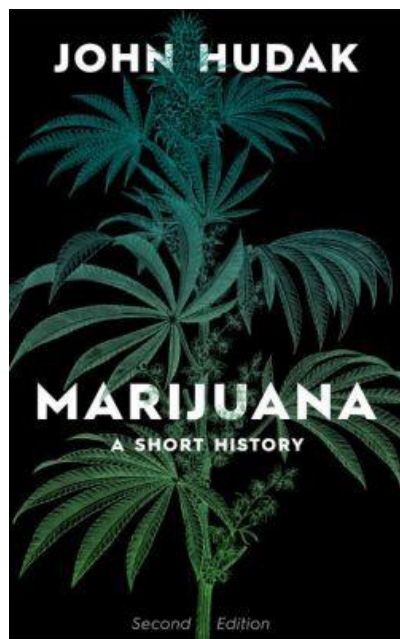
Bloomsbury Academic (JL)

ISBN: 9781350173828

328 pages, July 2020

28.99 GBP





Marijuana: A Short History

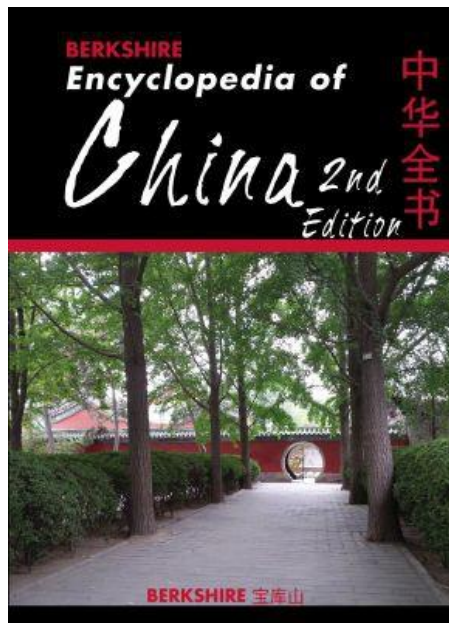
John Hudak
Eurospan (JL)
ISBN: 9780815738312
200 pages, July 2020
20.00 EUR



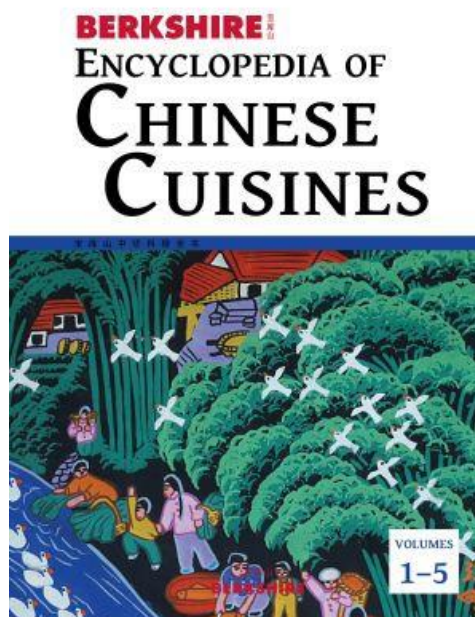
Chile Peppers: A Global History

Dave DeWitt
Eurospan (JL)
ISBN: 9780826361806
376 pages, September 2020
36.00 EUR

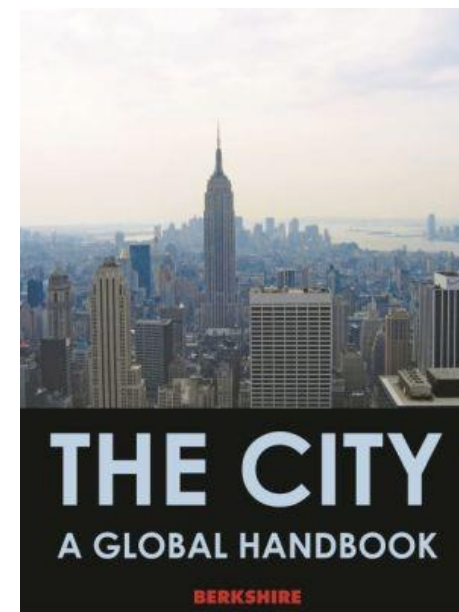
Berkshire Publishing Group



Berkshire Encyclopedia of China,
 Eight Volume Set
 Eurospan (JL)
 ISBN: 9781614721888
 3600 pages, June 2020
 2055.00 EUR



Berkshire Encyclopedia of Chinese Cuisines, 5 Volume Set
 Eurospan (JL)
 ISBN: 9781614729020
 1500 pages, June 2020
 974.00 EUR



The City: A Global Handbook,
 2 Volumes
 Berkshire Publishing Group
 Eurospan (JL)
 ISBN: 9781614729136
 600 pages, June 2020
 430.00 EUR



The Cultural Histo...
THE CULTURAL
HISTORIES SERIES



A Cultural History of Color: Volumes 1-6
Carole P. Biggam, Kirsten Wolf
Bloomsbury Academic (JL)
ISBN: 9781474273732
December 2020
395.00 GBP



A Cultural History of Comedy: Volumes 1-6
Andrew McConnell Stott, Eric Weitz
Bloomsbury Academic (JL)
ISBN: 9781350000827
June 2020
395.00 GBP



A Cultural History of Memory: Volumes 1-6
Stefan Berger, Jeffrey K. Olick
Bloomsbury Academic (JL)
ISBN: 9781474273848
November 2020
395.00 GBP



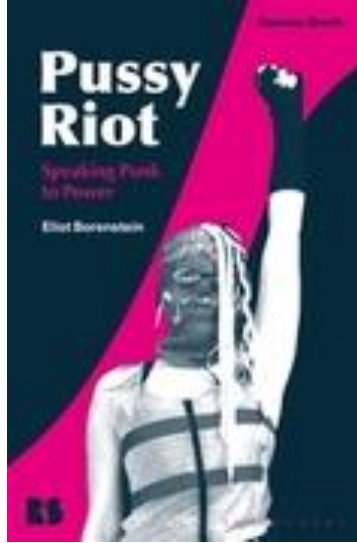
A Cultural History of Objects: Volumes 1-6
Dan Hicks, William Whyte
Bloomsbury Academic (JL)
ISBN: 9781474298810
December 2020
395.00 GBP



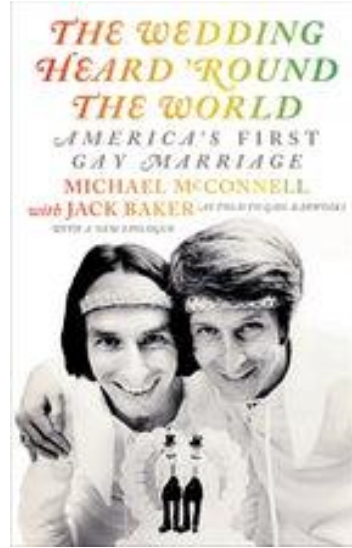
A Cultural History of Peace: Volumes 1-6
Ronald Edsforth
Bloomsbury Academic (JL)
ISBN: 9781474241359
March 2020
395.00 GBP



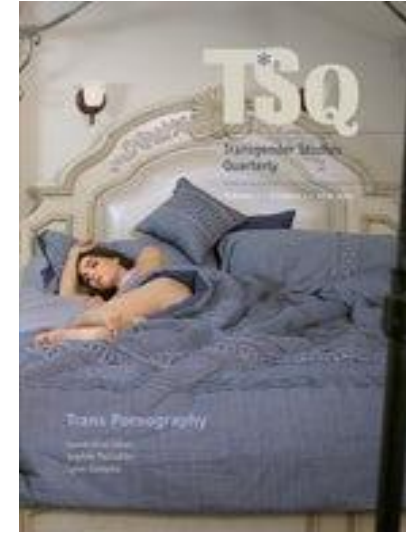
A Cultural History of the Home: Volumes 1-6
Amanda Flather
Bloomsbury Academic (JL)
ISBN: 9781472584410
November 2020
395.00 GBP



Pussy Riot: Speaking Punk to Power
Eliot Borenstein
Bloomsbury Academic (JL)
ISBN: 9781350113534
152 pages, November 2020
12.99 GBP

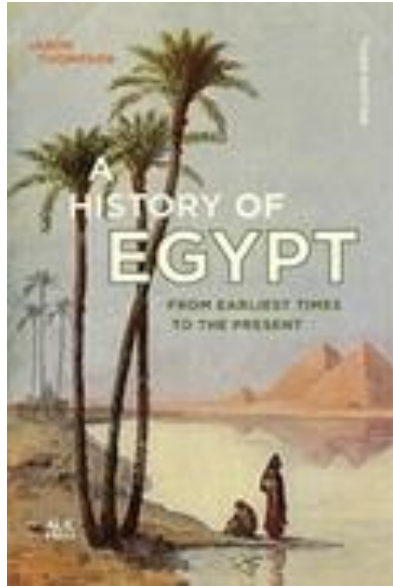


The Wedding Heard 'Round the World: America's First Gay Marriage
Michael McConnell, Jack Baker
University of Minnesota Press
ISBN: 9781517910655
192 pages, September 2020
12.99 GBP



Trans Pornography
Sophie Pezzutto, Lynn Comella
Duke University Press (JL)
ISBN: 9781478009610
176 pages, August 2020
9.99 GBP

The American University in Cairo Press



A History of Egypt:
From Earliest Times to
the Present
Jason Thompson
Bloomsbury Academic
ISBN: 9789774169038
494 pages, June 2019
16.95 GBP



The Egyptian Bourse

Samir Raafat
Forewords by
HH Prince Abbas Hilmi
HE Youssef Boutros Ghali
Zeitouna

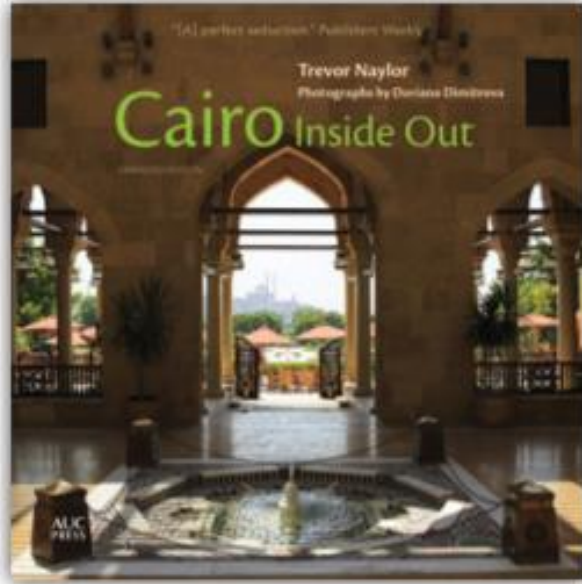
The Egyptian Bourse: Large-
format Edition
Samir Raafat
Bloomsbury Academic
ISBN: 9789775864161
112 pages, October 2020
39.95 GBP



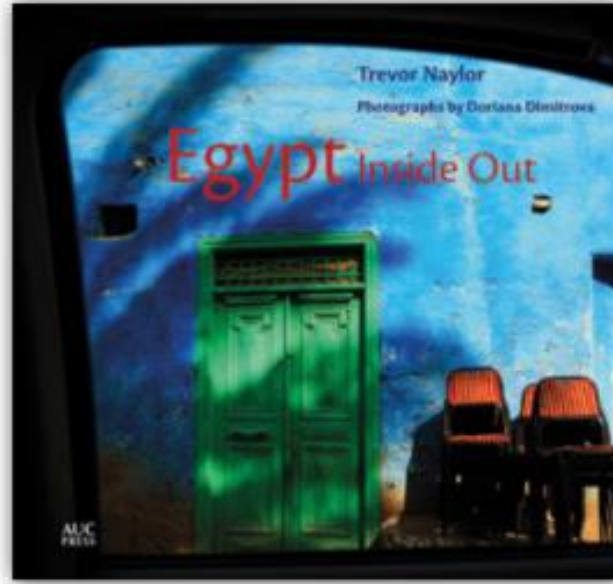
Diaries of an Egyptian
Princess
Nevine Abbas Halim
Bloomsbury Academic
ISBN: 9789775864239
304 pages, October
2020
24.95 GBP



Egyptian Flavors: 50
Recipes
Dyna Eldaief
Bloomsbury Academic
ISBN:9789774169274
160 pages, November
2020
14.95 GBP



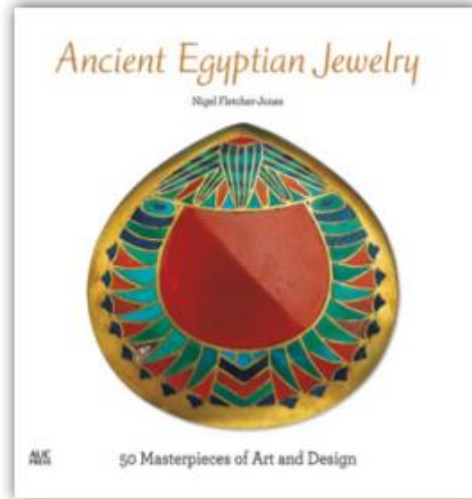
180pp. Pbk. 978-977-416-922-9.
LE400. \$24.95. £24.95. *World.*



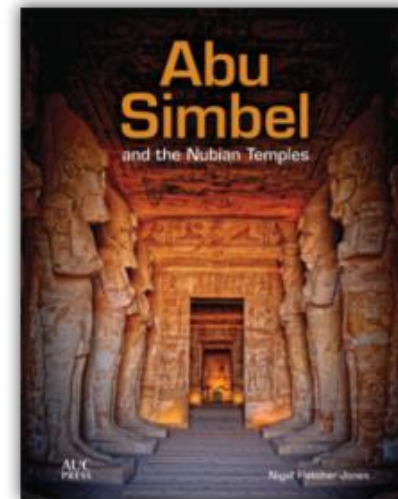
224pp. Hbrd. 978-977-416-904-5.



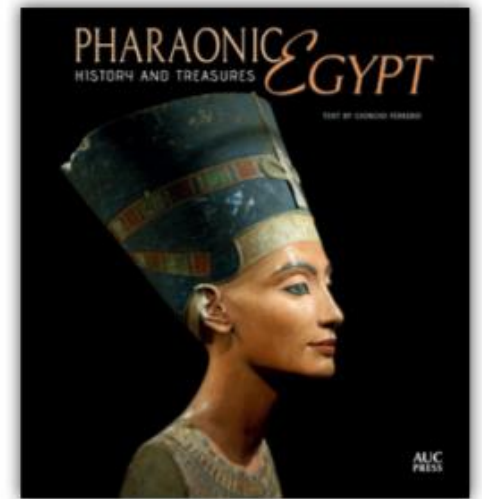
216pp. Pbk. 978-977-416-998-7.



116pp. Hbd. 978-977-416-965-6.
LE400. \$19.95. £18.95. *World.*



228pp. Hbd. 978-977-416-878-9.
LE500. \$29.95. £24.95. *World.*



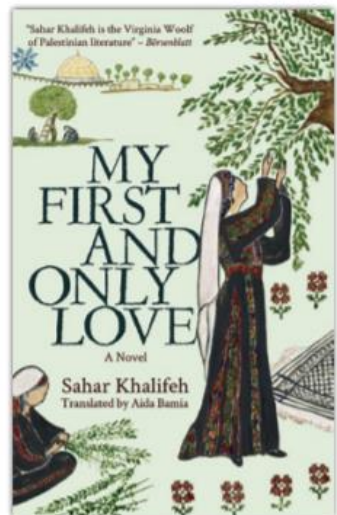
208pp. Pbk. 978-977-416-959-5.
LE400. *For sale only in Egypt.*

My First and Only Love

Sahar Khalifeh
Translated by Aida Bamia

The latest novel from renowned Palestinian writer Sahar Khalifeh, a deeply poetic account of love and resistance through a young girl's eyes

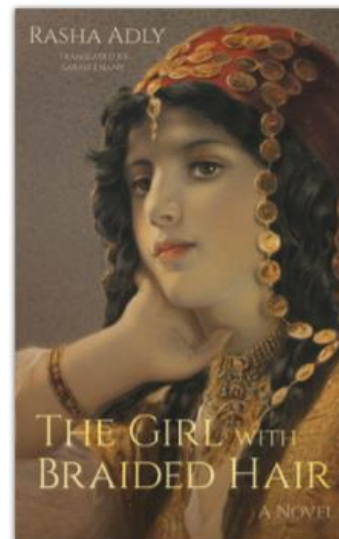
"Sahar Khalifeh is the Virginia Woolf of Palestinian literature." – *Börsenblatt*



The Girl with Braided Hair

Rasha Adly
Translated by Sarah Enany

Based on historical events, the lives of two women living centuries apart are bound together by an enigmatic painting in this mesmerizing debut



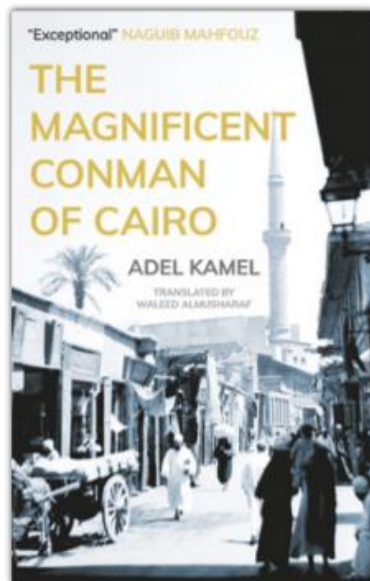
Stories from the Middle East

The Magnificent Conman of Cairo

Adel Kamel
Translated by Waleed Almusharaf
Foreword by Naguib Mahfouz

Worlds collide with satiric wit in 1930s Cairo in this rediscovered classic

"Egypt's literary gem ... every single page is entertaining." – *Mada Masr*

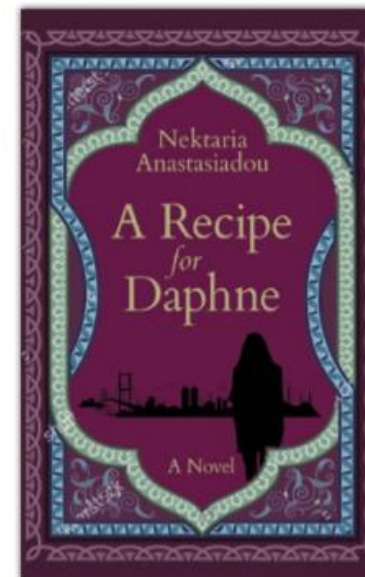


A Recipe for Daphne

Nektaria Anastasiadou

An American-born traveler to one of Istanbul's oldest communities receives an unexpected welcome in this heart-warming and romantic debut

"An exquisite novel, beautifully crafted, delicate, complex ... I found it hard to put it down. Full of humor and compassion, playfulness and fascinating insights."
– Rana Haddad, author of *The Unexpected Love Objects of Dunya Noor*

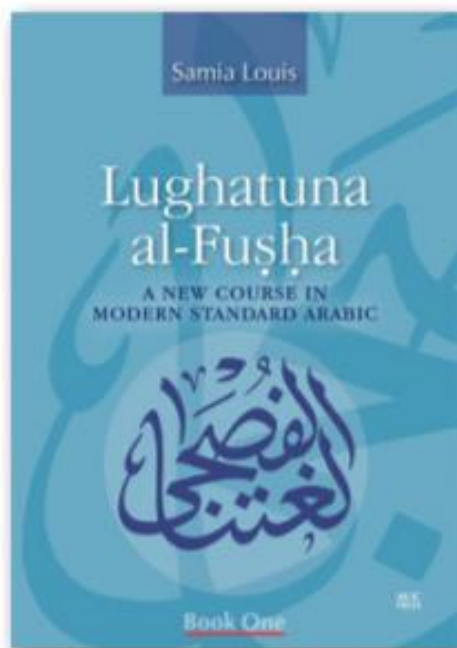


MODERN STANDARD ARABIC

Lughatuna al-Fusha

A New Course in Modern Standard Arabic

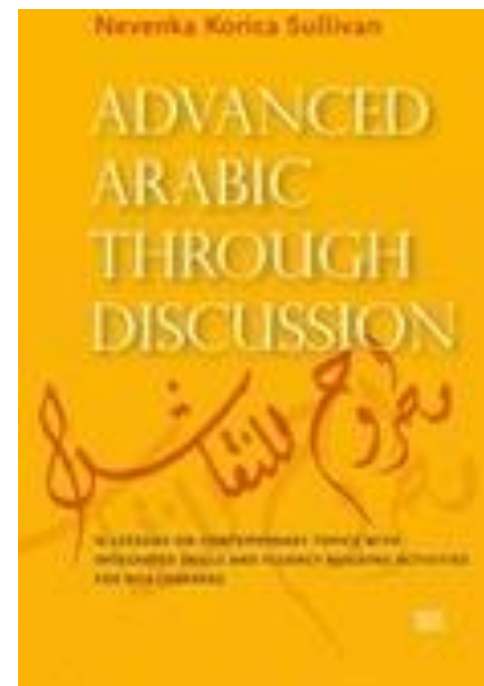
Samia Louis



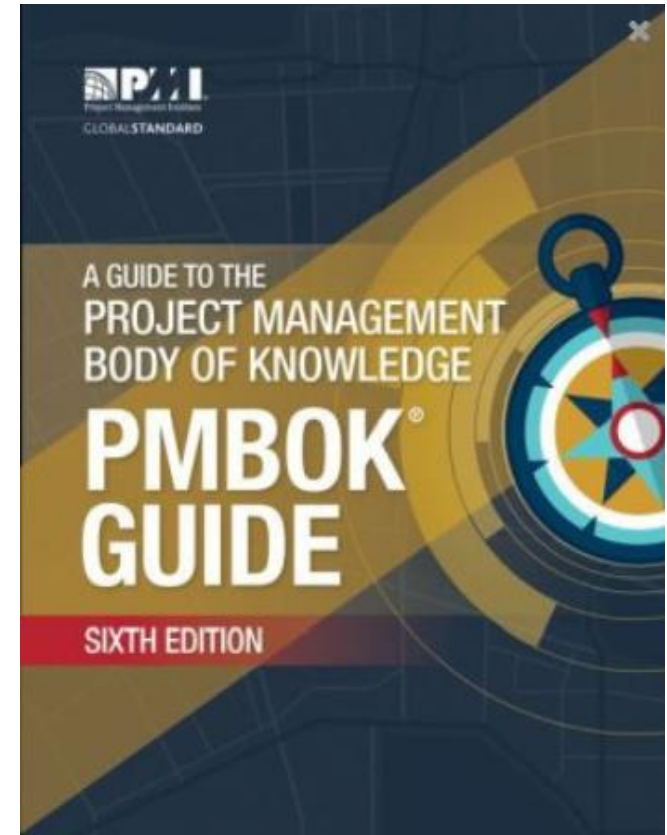
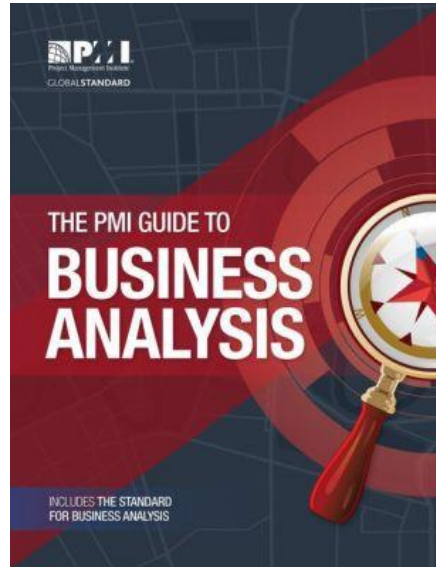
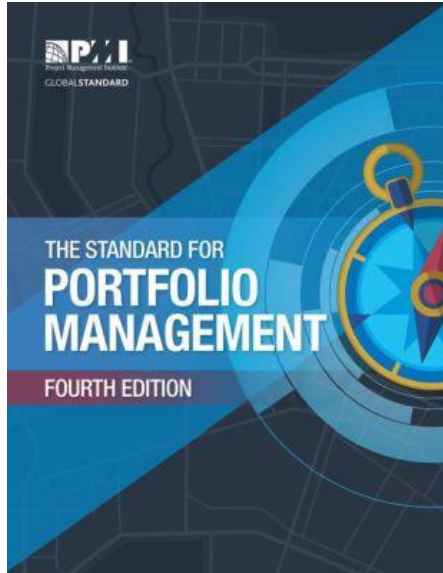
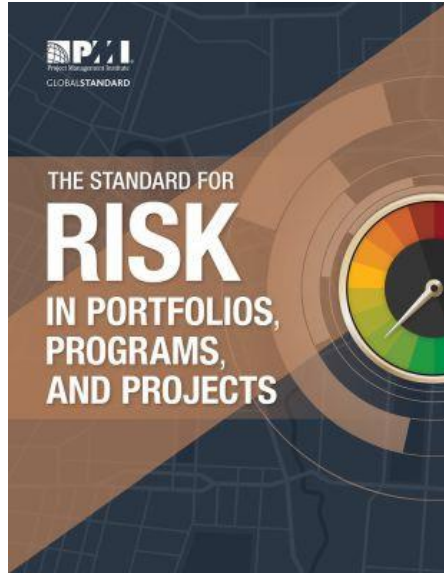
Book 2

476pp. | Paperback + Audio & Audiovisual files
+ Interactive Online Exercises

9789774163920 | \$39.95 | £27.50 | LE500



**Advanced Arabic through Discussion:
16 Lessons on Contemporary Topics**
with Integrated Skills and Fluency-building
Activities for MSA Learners
Nevenka Korica Sullivan
Bloomsbury Academic (JL)
ISBN: 9789774168826
240 pages, December 2020
35.00 GBP



Project Management Institute

DE GRUYTER BUSINESS



The Radical Innovation Playbook:

A Practical Guide for Harnessing New, Novel or Game-Changing Breakthroughs

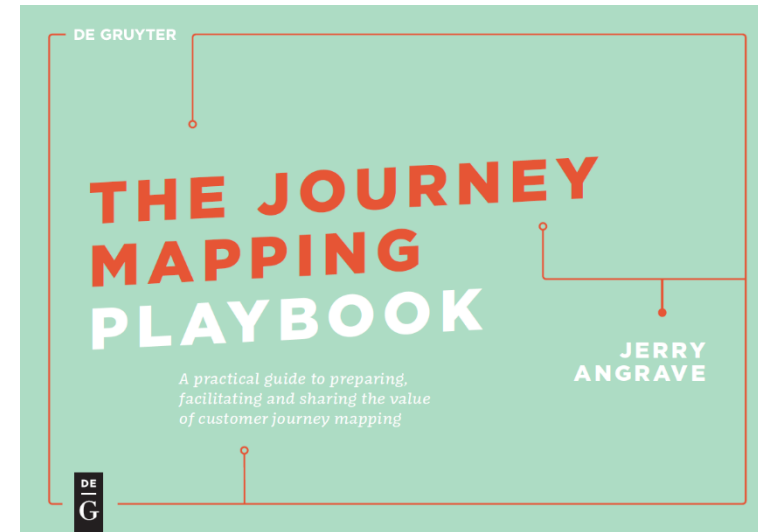
Olga Kokshagina, Allen Alexander

De Gruyter (JL)

ISBN: 9783110641295

180 pages, October 2020

33.95 EUR



The Journey Mapping Playbook:

A Practical Guide to Preparing, Facilitating and Unlocking the Value of Customer Journey Mapping

Jerry Angrave

De Gruyter (JL)

ISBN: 9783110641110

156 pages, October 2020

33.95 EUR

MORE POINTERS FOR REMOTE WORKSHOPS

HOMEWORK

GALLERY VIEW

Although it's possible that'll have most, when

BREAKOUT ROOMS

Just like in the real world, tools like Zoom allow attendees to go off to a separate space, work on their own group tasks, come back and share what they've done. It takes a little setting up, confidence in managing their expectations of how long they have left and the discipline to stick to the plan. To help, you can ask one person in each group to be the leader for their breakout session and they marshal their team from within.

6

PRESENTATION

Your audience is used to looking at your workshop slides on a floor-to-ceiling projected surface or a large flatscreen TV. They've now swapped those for a pop-up window on their laptop or phone. Use fewer words, appropriate typefaces (the usual suspects, Garamond, Franklin Gothic and Helvetica), bigger fonts (at least 24 points, larger when you can), more visuals and so on.

8

Look at a specific part of the...
Depending on the platform journey mapping template in tools that come with platform to each work on a specific as enough "elbow room" you will need to orchestrate res its findings, but you can all up into one, shareable

INTRODUCTION

Making decisions in the corporate context is always challenging. For small companies there are a host of external factors that can and will affect the decision making process; for large and multinational companies there are just as many external and if not more internal factors that will affect the same decision.



CAPTION MEDIUM - ALL OPENER TITLE PAGES SHOULD GET ONE ILLUSTRATION WITH A CAPTION THAT INTRODUCES THE TOPIC.

What we aim to do in our playbook is to help senior managers and innovators make decisions about their new, novel and breakthrough ideas - by considering not only the innovations themselves (which can be challenging enough) but by also considering their potential across the key development stages of the innovation set against the possible operational configurations available to help accelerate and develop their most radical innovations.

Now let's be clear - this book does not aim to be all things to everyone - and to clarify, when we talk of radical innovation - we include those innovations that are by their nature are new, either to the company launching them, or to the world. Whilst being new, they may or may not have features that closely mirror as being novel, but they are most likely to offer some form of a challenge in as much as their novelty or novelty requires an element of planned market penetration. Likewise these new or novel offerings are likely to yield the owners a predicted multiple of 5 times that of their current offerings, but again for clarity we are not commenting how they breakthrough and/or become adopted. We are also not focussing on whether they offer any form of potential to be disruptive. We think it best

SETTING THE CORPORATE AGENDA

Maybe this is good idea to write a little teaser text about what is in the chapter. Kind of a summary or an overview what the will expect here. May this is good idead to write a little teaser text about what is in the chapter. Kind of a summery or an overview what the will expect here. Around 500 letters.



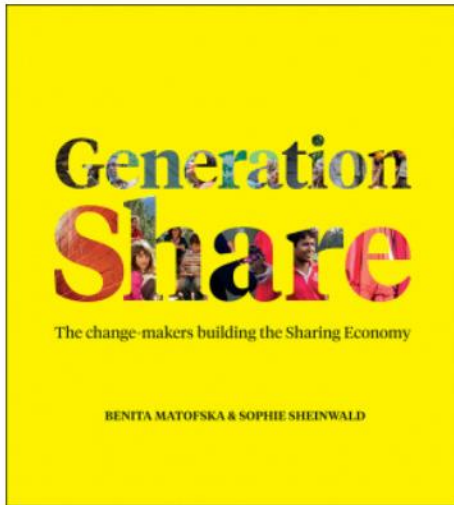
CAPTION MEDIUM - BY GROWING THE REVENUE 'CAKE' RATHER THAN CONTINUOUSLY PURSUING OPERATIONAL AND SUPPLY-EFFICIENCIES TO PROTECT THEIR PROFIT MARGINS

Companies and large organisations around the world are constantly seeking solutions to develop and improve their offerings and to create growth potential from innovation - by growing the revenue value rather than continuously pursuing operational and supply-efficiencies to protect their profit margins (by sustaining the value).

However the early to mid-term development phases of a new company formation can be chaotic as they work to stabilise operations, chase down cost efficiencies whilst ensuring orders are fulfilled effectively and reliably. The dilemma in both of these cases is trying to balance the tensions between efficiency of operation (just-in-time procurement, zero waste inventory control, lean manufacturing processes and speedy supply etc.) whilst also considering the effectiveness of operations (supplier reliability, production quality, order, stock management, accurate delivery and accuracy etc.).

However, the challenge does not end there - as for many organisations their market share is being eroded by competitors or technology is moving on and leaving their products out-dated or worse, obsolete.

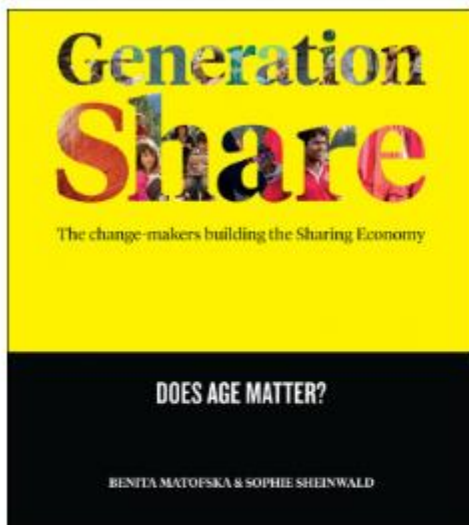
BY WORDS: (Small text block, likely a placeholder or a note related to the content.)



Generation Share

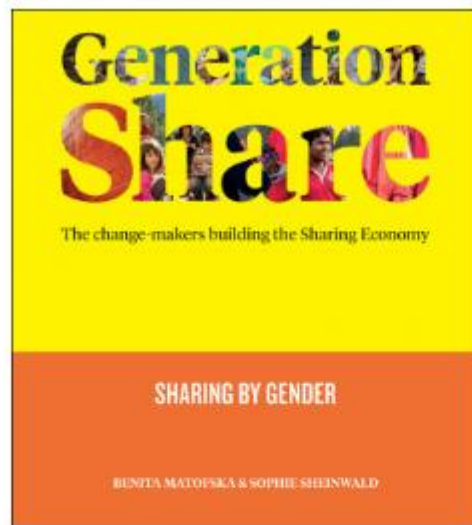
The Change-Makers Building the Sharing Economy

By [Benita Matofska](#) and [Sophie Sheinwald](#)



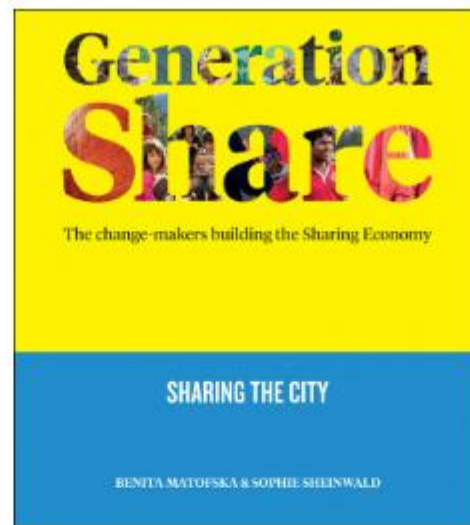
Does Age Matter

By Benita Matofska
and Sophie Sheinwald



Sharing by Gender

By Benita Matofska
and Sophie Sheinwald



Sharing the City

By Benita Matofska
and Sophie Sheinwald



Sharing the Countryside

By Benita Matofska
and Sophie Sheinwald



Publishers' Representative Central/Eastern Europe

www.jaceklewinson.com

For more information, or to place an order, please contact:

Ewa Komorowska

Publishers' Representative Central/Eastern Europe

skype: ewa.komoro email: ewa@jaceklewinson.com

Mob: +48 508 524 480