



CATALOGUE

ECONOMICS & MANAGEMENT 2014

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ECONOMICS AND MANAGEMENT



APPLIED ECONOMICS

B. A. Rajzberg

ISBN 978-5-9963-0299-4

318 pp.

170 x 260 mm

2010

The manual presents the basic knowledge of applied economics. It deals with economical and practical achievements, changes and reforms in the world and Russian economy, the reasons of crisis situations occurrence, changes of scientific views on economic objects, processes, relations. The book is intended for the students studying economy and finance, for persons getting the second education in economy, and also for those who study applied economics and

finance by themselves.

Boris A. Rajzberg Doctor of Economics, Doctor of Technical Science, Professor. The author of many textbooks, manuals, the dictionaries published in total circulation more of one million of copies.



BASES OF PROJECTS MANAGEMENT, 2nd ED.

M. N. Grashina

ISBN 978-5-9963-0295-6

237 pp., hardcover

145 x 215 mm

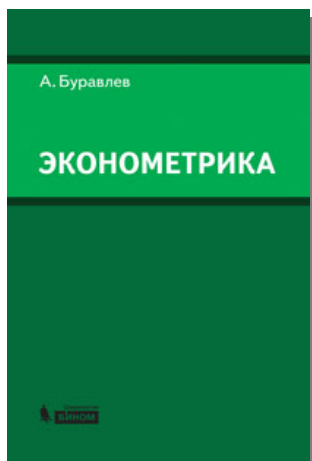
2011

Series "Projects, programs, portfolios"

The president of consulting company PSM Consulting CIS Marina Grashina and guru in the sphere of project management, the developer of the first version of well-known standard PMBOK, director of consulting company Project Management Partners (USA) William Dulkan completely described the basis of

projects management. The reader would find advices of the eminent Russian experts in that field.

For heads of projects, top-managers of the companies, heads of functional divisions, students, post-graduate students and teachers of higher schools.



ECONOMETRICS: A TUTORIAL

A. I. Buravlev

ISBN 978-5-9963-0741-8

164 pp., hardcover

145 x 215 mm

2012

The tutorial describes the basic concepts of econometrics, methods of econometric models' construction and statistical analysis. It deals with univariate and multivariate linear and nonlinear regression models, dynamic rows, econometric equations systems with multi-temporal factors. The theoretical material is accompanied by examples and questions for self-assessment and tests on each topic given in the appendixes.

The book is intended for students of economic specialties.



INFORMATION SYSTEMS IN ECONOMY

A. O. Gorbenko

ISBN 978-5-9963-0337-3

288 pp., hardcover

145 x 215 mm

2010

The manual contains a series of lectures "Information Systems in Economy". The author uses system approach in consideration of current affairs in information technology in economy. The material is devoted to the principles of information systems use in professional economic work; it also describes the tendencies of corresponding software products application in real economic conditions in

different subject domains.

The book is intended for students and teachers of higher schools.

Andrey O. Gorbenko Ph.D. in Engineering Sciences, Professor of the Academy of Economic Safety and the G. V. Plehanov Russian Economic Academy. The author (co-author) of more than 90 works in the fields of information systems, computer science and another scientific directions for students.



ON THE OTHER SIDES OF PROJECTS. NOTES OF THE CONSULTANT

V. V. Ilyin

ISBN 978-5-9963-0180-5

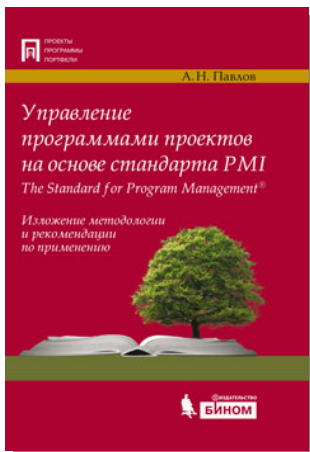
376 pp., hardcover

145 x 215 mm

2011

The new book of the well known Russian consultant, author of some editions on project management and quality management describes practical aspects of projects' management office organization. The author on the basis of personal experience represents his own variant of project management processes interaction (PMBOK, etc.), quality management processes (ISO 9000) and purposes management processes (BSC, MBO).

The book is intended for project managers, top-managers and heads of functional divisions.



PROGRAMME MANAGEMENT PROJECTS BASED ON THE STANDARD PMI THE STANDARD FOR PROGRAM MANAGEMENT®: METHODOLOGY AND APPLICATION

A. N. Pavlov

ISBN 978-5-9963-0745-6

304 pp., hardcover

145 x 215 mm

2012

This book contains generalization of the author's long-term experience in managing large-scale technology programs and projects, as well as the development of standards and guidelines, participation in many international and local conferences and symposiums, lectures and training courses in this area. Many professionals will be particularly interested in practical experience and lessons learned during the program management of projects on the basis of the standard PMI The Standard for Program Management®. In addition to the standard presentation the book contains valuable author's comments and recommendations, essentially supplementing and enriching its basic content.

The book is intended for top and middle management, program and project managers and professionals involved in projects, implementing enterprise systems management programs or\and conducting large, complex projects and programs.



PROJECT MANAGEMENT DOCUMENTATION, 2nd ED.

A. S. Kutuzov, A. N. Pavlov, A. V. Shavrin and others

ISBN 978-5-9963-0746-3

159 pp., hardcover

145 x 215 mm

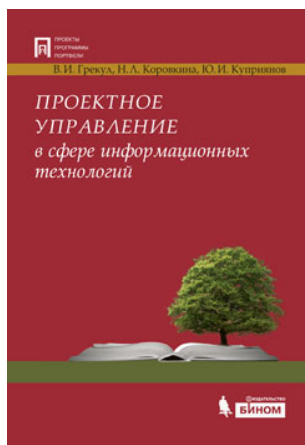
2013

This is the first and unique publication in Russian which contains collection of documents which meet all requirements of a project management company. The book includes examples of templates filling with reference to a number of typical projects. The structure and the maintenance of documents are completely coordinated with PMBOK (the 4th edition) — the latest version of the most popular

world project management standard.

The book was prepared by a group of *PM Expert* managers and employees. *PM Expert* is one of the leading Russian consulting companies in the sphere of project management.

The book is intended for heads of projects, top-managers and heads of functional divisions.



PROJECT MANAGEMENT IN INFORMATION TECHNOLOGIES

V. I. Grekul, N. V. Korovkina, Yu. V. Kupriyanov

ISBN 978-5-9963-1121-7

336 pp., hardcover

165 x 235 mm

2013

(Projects, Programs and Portfolios)

Project management techniques are pretty much universal. However, the scope of the project has a significant impact on the organization of its management. It is especially typical for such specific fields as information technology and systems. Life cycle model and the hierarchical structures of IT-projects, the memberships of

the project teams, the sources of risks and their mitigation techniques, etc. are different and specific.

This book describes the standards and practices of project management for implementation of IT-solutions.

The authors present procedures and modern methods of information technology management.



PROJECT PORTFOLIO MANAGEMENT ON THE STANDARD PMI THE STANDARD FOR PORTFOLIO MANAGEMENT®. METHODOLOGY AND REFERENCES ON APPLICATION

A. N. Pavlov

ISBN 978-5-9963-1645-8

214 pp., hardcover

145 x 215 mm

2013

The book represents the author's interpretation and vision of the practical use of the PMI The Standard for Portfolio Management®, assigned for efficient projects portfolio management. The author provides a detailed description of all 14 processes of portfolio management standards, including the set of inputs, tools, methods and outputs of processes. A reader would find a practical guidance on the most effective use of every process and the real lessons (both positive and negative) learned. Each chapter includes descriptions, analysis and consequences of business cases and problematic situations that have arisen in large portfolios of projects. The book is intended for senior and mid-level managers of projects portfolios and major programs, as well as for professionals involved in the implementation of enterprise portfolio management.



PROJECTS MANAGEMENT ON THE BASIS OF PMI PMBOK® STANDARD. METHODOLOGY AND APPLICATION, 3RD., REV. and ADD.

A. N. Pavlov

ISBN 978-5-9963-0930-6

271 pp., hardcover

145 x 215 mm

2014

Series "Projects, Programs, Portfolios"

The author of the book is the head of "PM Expert" — one of the leading Russian consulting companies in the field of project management. He gives a detailed information about the most known American standard on projects management PMBOK® (the fifth and last edition). The book contains valuable author's comments and recommendations essentially supplementing and enriching its basic contents. The Russian-English glossary on project management is included. The book will be useful to project managers, top-managers of companies, heads of functional divisions, students, post-graduate students and teachers of higher schools.



STRATEGY + FINANCE: BASIC KNOWLEDGE FOR COMPANY EXECUTIVES

V. P. Savchuk

ISBN 978-5-9963-0163-8

302 pp.

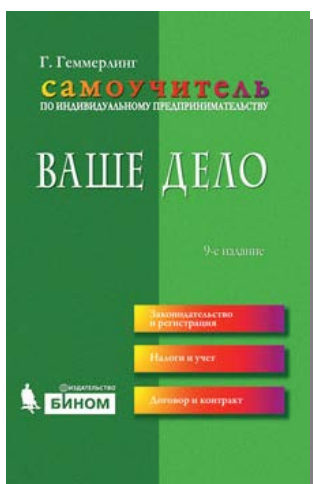
165 x 235 mm, hardcover

2009

The book deals with the business strategic operation connected with an enterprise strategic profile formation, and also with working out and realization of the strategic plan on the basis of the balanced system of indicators. The basic technologies of financial management are presented as means of proprietor strategic targets achievement. The ways of management technologies during the crisis are analyzed. A reader would know how to create the anti-recessionary

measures system to preserve the enterprises productivity. The basic methodical points of the book are illustrated on an example of complex re-structuring of the real domestic enterprise.

The book can be useful to listeners of MBA programs, teachers and students of higher schools.



YOUR BUSINESS: TEACH-YOURSELF BUSINESS TEXTBOOK, 9th ED.

G. A. Gemmerling

ISBN 978-5-9963-0323-6

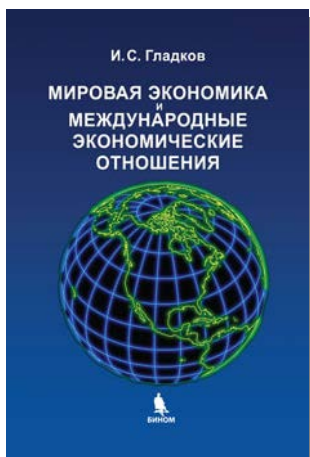
96 pp., hardcover

205 x 260 mm

2010

The book contains the whole scope of initial knowledge and checked up recommendations, which are necessary for any person for foundation and successful conducting his/her own business.

Recommendations given in the book will save individual entrepreneurs from many mistakes which are made very often at the stages of firm registration.



**WORLD ECONOMY AND THE INTERNATIONAL ECONOMIC RELATIONS:
THE MANUAL, 4th ED.**

I. S. Gladkov

ISBN 978-5-94774-388-3

341 pp.

145 x 215 mm, hardcover

2009

The manual contains actual and statistical data of all basic sections of the integrated course "World economy".

The manual would be interested for the students trained on economic and legal specialties in higher educational institutions, and for everyone interested the international economic issues.

THE BKL PUBLISHERS

The BKL Publishers is one of the leading educational publishing houses in the Russian Federation. For many years the BKL Publishers has specialized in publishing textbooks and teaching materials for schools, colleges and universities; educational and training materials for children and adults; scientific, academic and specialist titles. The range of titles includes textbooks in computer science, mathematics, physics, engineering, chemistry, nanotechnology, medicine, biology and pedagogics. The BKL Publishers issues over 100 new titles and sells more than 2 000 000 copies every year. Some of our books have been translated into foreign languages: English, Portuguese, Chinese, Armenian, Bulgarian and Tatar.

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Many of our editors worked previously in the MIR Publishers which proved to be famous for high quality of its translated scientific editions since the Soviet era. Therefore it is no wonder that the BKL Publishers is always perfectly presented at the international book fairs in Moscow, Frankfurt, Beijing, Jerusalem, Madrid, London, Bologna, Turin etc.

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