

## *Economia E Management Dei Servizi Sanitari Strategie E Strumenti Per Una Sanit Migliore*

In most network industries, new dynamics are leading to an unprecedented opening up to competition and private sector participation. With the development of a single European market, the in-stages liberalisation process of public utilities has spread to almost all sectors. However, the water supply and sanitation (WSS) sector is considered somehow different and it has been excluded until recently from the restructuring processes achieved in other sectors. Water and Liberalisation: European Water Scenarios presents a better understanding of the specific demands of the WSS sector. Covering the operators' strategies, the regulatory dynamics as well as their interactions on the evolution of the sector, it addresses the likelihood, the nature, and the forms the WSS sector may take in Europe in the foreseeable future. Adopting a neutral political stance, the book analyses the implications of alternative scenarios in economic, ecological, social, legal, and institutional terms. Key sections include: In depth introduction to the current situation in the WSS sector; The European water supply and sanitation markets; The institutional framework of the water supply and sanitation sector in the EU: a comparative analysis; Analysis of the EU explicit and implicit policies and approaches in the sector; Analysis of the strategies of the water operators in Europe scenarios on the evolution of the water sector in Europe; Economic, environmental, & social implications of the scenarios; Major implications per scenario.

Il settore sanitario ha una grande rilevanza economica. In esso convivono formule diverse: il pubblico, il privato, il non-profit. La peculiarità del volume è quella di legare la prospettiva economica e quella manageriale. Nell'ambito della prima, l'analisi è condotta sia in ambito micro, per definire le condizioni di efficienza e di efficacia del servizio, sia in ambito macro, per individuare il contributo che il miglioramento delle condizioni di salute dà alla formazione del capitale umano, la cui accumulazione è alla base della crescita economica. Sono altresì affrontati i problemi di policy. Lo schema generale si basa sull'interazione tra domanda e offerta. I sei capitoli sono articolati in una lezione di base ed un ricco apparato di schede (oltre 70). L'approccio modulare consente l'utilizzo del testo a vari livelli: nei corsi di laurea, nelle lauree specialistiche, nei master; nella Facoltà di Medicina, di Economia, di Ingegneria.

Whilst innovation has traditionally focused on manufacturing, recently research surrounding service innovation has been flourishing. Furthermore, as consumers become ever more sophisticated and look for experiences, a research field investigating this topic has also emerged. This book aims to develop an integrated approach to the field of experience and services through innovation by showing that it is necessary to take several factors into account. As such, it makes a substantial and compelling contribution to the interdependencies between innovation, services and experience research.

Recent Advances in Maintenance and Infrastructure Management

A Comparative Analysis Between Italy and USA

Il caso della provincia di Genova

L'impresa alberghiera. Produzione, strategie e politiche di marketing

Misurare per governare le aziende sanitarie

This book provides stimulating insights into the ways in which the adoption of experience logic can revitalize marketing perspectives and stimulate novel approaches to the creation and delivery of value. The first part of the book, which has a theoretical focus, reviews the international literature and offers conceptual observations on the experiential perspective.

Suggestions are made on how experience logic can act as a new driver for the management of marketing processes in firms within the context of the experience economy. In the second part of the book, attention turns to the applications of experience logic in different sectors, including tourism, commerce, culture, and trade shows. Company-specific examples of benefits of the experiential approach are also explored in case studies on gift box providers, marketing of traditional local products, and the cosmetics industry. The book will be of particular interest for marketing specialists, but will additionally be of value for managers in private companies and public bodies who wish to enhance their marketing methods.

Yield management has always been considered a technique for large companies, whether these be airlines, railroad, car rental or hotel companies. Its application to the small and medium sized businesses that characterise the tourism industry in many countries, Italy in the first place, has never been totally excluded, but its implementation and subsequent actuation has always been considered too expensive for this type of business. In recent years all this has been changing. Technology and research have opened up new possibilities for its application at costs, and following methods, that are acceptable even to those who cannot access sophisticated statistics or mathematics instruments. The evolution and the rapid changes in the reference scenarios both of the demand and the offer, have done the rest. It has become clear that to compete in a market as vast as the tourism one, one must apply the principles and techniques of marketing to produce and deliver a service that can satisfy the needs of the client better than the competition. In the same way, however, a deeper knowledge of the processes of the clientele's choice, acquisition and consumption permits the formulation of increasingly accurate forecasts of their behaviour and an understanding of the significance and importance that each client segment attaches to the purchase and consumption of a particular service. In this way the

application of the yield management technique has assumed a new and more important position as well as a greater and constant spread.

This title was first published in 2002. In the last few decades, relationships within the transport and logistics industry have become more complex due to the rising importance of information and communication technology, the growth of just-in-time delivery and increasing globalization. Such changes call for new forms of training, both managerial and vocational, for the continued development of the industry. This detailed and enterprising volume focuses on the transnational integrated training FIT Project (Formazione Integrata Transnazionale) set up within the European Programme ADAPT, which brought together academics and professionals to boost transport and logistics in Southern Italy. The project highlights cultural, motivational and training differences among the companies studied and suggests proper strategies for human resource development. Through an original methodology, it advocates an innovative and modular training programme to meet the needs of expertise and flexibility within the sector. The results can be used by the industry in general as best practice operative guidelines.

Nuovi modelli di business e creazione di valore: la Scienza dei Servizi

Quale relazione tra performance e modelli di governance

The Experience Logic as a New Perspective for Marketing Management

La governance nelle organizzazioni sanitarie

Water and Liberalisation

Training in Logistics and the Freight Transport Industry

365.875

*The single European Market, the Second Banking Directive, relaxation of cross-border capital and funds movements and the possible introduction of a single European currency have led most corporations to adopt new cash management strategies, or to plan for major structural changes in the near future. This book focuses upon treasury and electronic banking practices in European Cash Management. It is based upon research done by 19 leading European Business Schools and practitioners involved in planning, gathering and analysing data and will include discussion of recent themes and issues.*

*Il testo raccoglie una serie di qualificati contributi di autori italiani e stranieri in tema di Scienza dei Servizi in una prospettiva manageriale, toccando i temi più rilevanti rispetto al contributo che tale approccio può dare alla creazione di valore delle imprese, quali servitization dei prodotti, business modelling, co-creazione di valore con i clienti, misure di performance, ruolo dell'ICT. Vengono presentate inoltre alcune esperienze innovative nei modelli di gestione dei servizi (ambientali ed energetici e di health care) particolarmente sensibili a queste nuove prospettive strategiche e manageriali. Il testo si propone di valorizzare scientificamente i risultati di ricerca collegati al nuovo percorso formativo iniziato quattro anni fa con l'evoluzione dello storico "Master in Management dell'Innovazione" della Scuola Superiore Sant'Anna nel nuovo "Master in Management, Innovazione e Ingegneria dei Servizi" (MAINS). Vedi struttura del testo allegata.*

*La pubblica amministrazione tra management, egovernment e federalismo*

*The Experience of the European Project ADAPT-FIT*

*Marketing e creazione di valore per il territorio. Evidenze e spunti di riflessione dal caso Ferrara*

*Le imprese che imparano. Teorie, metodi e casi aziendali di knowledge management*

*Services, Experiences and Innovation*

*La rivoluzione del fast fashion. Strategie e modelli organizzativi per competere nelle industrie ibride*

365.625

Il volume affronta il tema della misurazione e valutazione delle performance nelle aziende sanitarie italiane, approfondendo caratteristiche, finalità e potenzialità del Cruscotto Direzionale Multidimensionale sviluppato nell'ambito della Academy of Health Care Management and Economics Bocconi – Novartis. Il CDM è stato progettato per l'Alta Direzione delle aziende sanitarie, attorno a tre quadri e complementari tra loro: uno per le esigenze di governo e monitoraggio delle dinamiche strategiche e gestionali dell'azienda nel complesso, uno specifico per il governo clinico e uno disegnato per la rendicontazione esterna ai principali portatori d'interesse. Il libro ripercorre il percorso di definizione del modello di CDM, la sua implementazione in un panel di aziende ospedaliere e i principali risultati ottenuti nello specifico: il percorso e i motivi che hanno portato alla definizione del progetto Academy dedicato al performance management delle aziende sanitarie (capitolo 1); la declinazione del Cruscotto Multidimensionale, le sue finalità e il potenziale informativo dello strumento (capitolo 2); la definizione di un modello di Cruscotto per il Governo Clinico a presidio delle principali aree di attività di interesse delle Direzioni Sanitarie e Mediche di Presidio (capitolo 3); la formulazione di una proposta di Cruscotto per la Rendicontazione Sociale per i principali stakeholder dell'azienda ospedaliera; le principali criticità legate all'implementazione di sistemi di misurazione delle performance e i possibili sviluppi futuri del processo di diffusione e implementazione del CDM e più in generale del performance management (capitolo 5). Il libro è il frutto di un percorso durato oltre quattro anni con il coinvolgimento dei professionisti e del top management delle aziende ospedaliere partecipanti al progetto Academy of Health Care Management and Economics di SDA Bocconi, CeRGAS e Novartis Italia. L'Academy of Health Care Management and Economics è una partnership strategica tra SDA Bocconi School of Management dell'Università Bocconi e Novartis Italia che si propone sul panorama nazionale come laboratorio d'innovazione manageriale per le Aziende Sanitarie Pubbliche. Tra il 2010 e il 2015 un gruppo di aziende Sanitarie Pubbliche rappresentative del panorama sanitario nazionale sono state coinvolte in attività di ricerca e formazione che hanno permesso al top management, ai professionisti sanitari e amministratori di affrontare sui temi della strategia, del controllo e della valutazione delle performance.

The key difference between success and failure for most governance systems is adaptation, specifically the ability to resolve the existing social, cultural, economic and environmental challenges through effective adaptation. Local, regional and national systems differ in how they are designed to organize effective participation and create innovative ideas for missions, goals, strategies and actions. They build the effective coalitions needed to adopt, guide and protect strategies and actions during implementation, and how to build competence and knowledge to sustain implementation. This book provides the foundations for government's role in fostering and adapting to societal transformation in a volatile world. It shifts the focus of the discipline from an overtly retrospective analysis to a prospective one, incorporating the role of foresight techniques and instruments. Above all, it stimulates debate about the practical implications of governance as an emergent future-oriented framework of public management. This challenging book aims to facilitate dialogue and discussion between academics and practitioners, and encourage advanced students to take a new perspective on Public Management during their studies.

Comunicare le destinazioni balneari. Il ruolo delle Bandiere Blu in Italia

Sistemi di programmazione e controllo

From Theory to Practical Applications in Different Sectors

Il caso di Senigallia e delle Valli Misa e Nevola

Management delle destinazioni turistiche: sfide per territori e imprese. Il caso di Senigallia e delle Valli Misa e Nevola

Il ruolo delle Bandiere Blu in Italia

365.742

The valuation of Heritage Assets (HA), which are a vital resource for the non-profit public or private organizations operating in the heritage sector is on the one hand sometimes difficult to do, and on the other, can be excessively costly with respect to the correlated disclosure benefits. The growing application of the (full or modified) accrual basis of accounting in the public and non-profit sectors has extended and reanimated this issue. This book applies the comparative method, in order to provide new information on the analyzed subject. Specifically, after having investigated the different theoretical and technical proposals, it compares the reporting behavior of significant cases of Italian and American public and private organizations, coming from different cultural and management approaches. Proposing a link between the managerial and reporting issues of the organizations involved in the management and maintenance of heritage assets, this book is crucial in the task to optimize the performance of organizations in this sector.

365.731

I servizi idrici italiani. Quale relazione tra performance e modelli di governance

Economia e management dei servizi sanitari. Strategie e strumenti per una sanità migliore

La governance interna tra efficienza e legittimazione

Strategic Foundations for Volatile Times

Le malattie dei poveri

Servizi sanitari. Economia e management

365.794

365.659

Il volume è rivolto principalmente agli studenti di insegnamenti universitari di Programmazione e controllo inseriti nei corsi di laurea delle classi Economico-statistiche. Il lavoro è tuttavia fruibile da quanti sono interessati ad acquisire le prime nozioni di metodologie, strumenti di controllo e la loro applicazione nell'economia delle aziende. A tal fine, la struttura prevede il ricorso diffuso a esemplificazioni didattiche e riferimenti a realtà aziendali, rendendone i contenuti di più immediata comprensione. Gli autori, pur privilegiando un approccio pratico, collocano l'insieme degli strumenti e delle metodologie all'interno di coerenti e solide teorie, in modo da coniugare le conoscenze teoriche con le competenze tecniche. Ciascun capitolo del volume presenta la spiegazione dei concetti, dei principi e delle metodologie di analisi teorica, fornendo altresì esempi di applicazioni reali o di natura didattica. Al termine di ciascun capitolo sono elencate alcune domande di approfondimento volte a fornire allo studente uno strumento immediato di auto-valutazione sulle nozioni e competenze acquisite.

Enrico Bracci Ricercatore confermato di Economia Aziendale presso l'Università di Ferrara dove è docente di Programmazione e Controllo. Emidia Vagnoni Professore straordinario di Economia Aziendale presso l'Università di Ferrara. È direttore del Centro di Ricerca Crisal e del Master universitario di II livello in Economia e Management dei Servizi Sanitari.

Proceedings of the 11th Toulon-Verona International Conference on Quality in Services

Economia, management e disciplina del commercio in Italia e nelle Marche

Global Cash Management in Europe

Evidenze e spunti di riflessione dal caso Ferrara

Modelli di governance e processi di cambiamento nelle public utilities

Controllo direzionale, governo clinico, valutazione delle performance e rendicontazione sociale

***Economic values are increasingly used in policy analysis and legal settings. With the growing recognition that many of the things that benefit or harm people are outside the market system, have come increasing efforts to develop nonmarket valuation techniques. One such technique is the contingent valuation method (CVM). CVM seeks to value environmental and other nonmarket goods and services by asking individuals about their values using survey methods. These procedures are different from the 'revealed-preference' methods that economists have historically employed to estimate economic values. Why depart from well-established revealed-preference procedures and apply a 'stated-preference' method like CVM? For nonmarket goods and services, revealed-preference methods have two shortcomings that those applying CVM hope to avoid. First, revealed-preference methods involve econometric problems that have yet to be fully overcome. The second shortcoming of revealed-preference***

*methods is that such methods, when applied to environmental amenities, are likely to be only partial measures of value. Given the tremendous interest that exists in economic values and the limitations of revealed-preference methods, it is not surprising that interest in CVM has grown rapidly. Environmental Resource Valuation reviews the application of CVM and compares American experiences in nonmarket evaluation with those in other countries.*

*Recent Advances in Maintenance and Infrastructure Management is a collection of papers highlighting the state of the art in maintenance of large structures and management of infrastructures. The papers selected in this book are written by international experts from academia and industry, and were presented during the past three International Conference on Maintenance Management (MM Conferences) held from 2005 to 2007 and organized by CNIM (Italian National Committee for Maintenance). The selected papers are categorized into four thematic areas: 1. reliability and maintenance; 2. mathematical modeling and metrics for maintenance; 3. maintenance management and organization, and; 4. facilities management and contracting. The papers cover topics ranging from embedded sensors for diagnostics of structures to organizational issues related to effective maintenance planning. Recent Advances in Maintenance and Infrastructure Management provides readers with a snapshot of the latest developments in the tools and techniques used to conduct maintenance of complex infrastructures and systems. The book will be of interest to researchers and practitioners in academia and industry involved in planning and deployment of maintenance operations. Additionally, this can serve as a reference text for advanced courses in operations management, and structural health monitoring. First comprehensive book on all structured finance products Complete information on technical features, roles played by intermediaries, market in terms of demand and offer Clear structure of the book makes it suitable as a textbook for students and as a reference book for practitioners*

*Servizi sanitari. Economia e Management*

*ambiente urbano, morbilità, strutture sanitarie a Cremona nella prima metà dell'Ottocento*

*Marketing dei servizi. Risorse umane, tecnologie, strategie*

*Management and Valuation of Heritage Assets*

*Governance and Performance of Water Utility Firms*

*Intellectual Capital Strategy Management for Knowledge-Based Organizations*

**374.1**

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**Techniques, Products and Market**

**Strategie e modelli organizzativi per competere nelle industrie ibride**

**Governance e trasparenza nelle aziende di servizi di pubblica utilità**

**The Spread of Yield Management Practices**

**Economia e management dell'università. La governance interna tra efficienza e legittimazione**

**Governance and Public Management**

248.2

With the proper management, knowledge-based resources (human capital, relational capital, structural capital) aim to contribute to the creation of a competitive advantage not only for companies and institutions, but also for nations and economic regions. Intellectual Capital Strategy Management for Knowledge-Based Organizations brings together new perspectives on the knowledge-based view of strategy management as it considers the role of companies, organizations, and nations in the storage and measurement of their knowledge. This book is useful for industry leaders, practitioners, academics and scholars interested in emerging aspects of knowledge management and industry services.

In Italy, the debate about the reform process, that has involved the water sector for several years, cannot be considered concluded. It seems exclusively ideological and often it does not consider the business administration perspective, which certainly could make a contribution to the solution of different problems. Politicians and researchers, for example, show very little interest for the economic and financial performance of water utility firms, focusing almost exclusively on the different ways for providing the services or on the ownership structure. This work analyzes the variables characterizing the outsourcing process in the water sector. It also explores the connection of such variables with the performance of companies and local government authorities involved in the delivery process. Subsequently, the work explains the results of an exploratory analysis of different cases in the international context, making also a comparison about the performance. Lastly, the work verifies the existence of some best practices and evaluates the adaptability of these best practices in the Italian context.

The Need for Systematic Approaches

Facility management for global care. Economia e gestione dell'accudimento

La realtà multiforme delle piccole e medie imprese. Il caso della provincia di Genova

Quale università? Anno accademico 2013-2014. Guida completa agli studi post-diploma

Applications of the Contingent Valuation Method in Italy

Primo rapporto sulla finanza pubblica. Finanza pubblica e federalismo