



New Acquisitions

June 2009 – February 2010

Books

General Subjects – Economics - Business & General Management - Organisational Behaviour & Personnel Management - Production & Operations Management - Marketing - Finance & Accounting - Information Systems & Management Science



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1. General Subjects

Patterson, Kerry

Influencer : the power to change anything. - New York : McGraw-Hill, 2008. - 299 p.
ISBN: 978-0-07-148499-2

Call n°: 060 APT

An influencer motivates others to change.

An influencer replaces bad behaviors with powerful new skills.

An influencer makes things happen.

This is what it takes to be an influencer.

Whether you're a CEO, a parent, or merely a person who wants to make a difference, you probably wish you had more influence with the people in your life. But most of us stop trying to make change happen because we believe it is too difficult, if not impossible. We develop complicated coping strategies when we should be learning the tools and techniques of the world's most influential people.

In this book, you'll be taught each and every step of the influence process—including robust strategies for making change inevitable in your personal life, your business, and your world. You'll learn how to: - Identify a handful of high-leverage behaviors that lead to rapid and profound change; - Apply strategies for changing both thoughts and actions; - Marshall six sources of influence to make change inevitable.

This book takes you on a fascinating journey from San Francisco to Thailand where you'll see how seemingly “insignificant” people are making incredibly significant improvements in solving problems others would think impossible. You'll learn how savvy folks make change not only achievable and sustainable, but inevitable. You'll discover why some managers have increased productivity repeatedly and significantly—while others have failed miserably.

Khamisa, Azim ; Quinn, Jillian

The secrets of the bulletproof spirit... : how to bounce back from life's hardest hits. - New York : Ballantine Books, 2009. - 262 p.

ISBN: 978-0-345-50603-0

Call n°: 060 KHA

When life deals you a particularly difficult blow or a staggering loss, how do you handle it? If you're like most, you might think Why me?, struggle to find your way, or lash out at those around you. But there are a select few who seem emotionally hardier, who are able to face life's physical, emotional, and financial hits undeterred and perhaps even forge ahead, empowered in the face of adversity. These people aren't more deserving or luckier than the rest of us; they simply think differently—they are connected with their steady inner self and find strength where others might see meaninglessness; they make life-affirming choices instead of defeatist ones. In short, they are spiritually bulletproof. They face as many of life's slings and arrows as the rest of us, but they don't succumb to hardship or misfortune. And you can be one of them.

In this book, the authors reveal the thirty essential keys to emotional and spiritual resiliency. Based upon their own experiences with heart-wrenching loss, the strategies they present may seem simple, but their advice can open up a whole new way of thinking. The authors will help you discover : - that your thoughts help to create your reality, and that you can use them to take control of your life; - the potentially damaging mental routines you're running on autopilot; - the vital connections between your upbringing and your “resiliency quotient”; - spiritually affirming thoughts that may help you make more spiritually empowering choices.

Medina, John

Brain rules : 12 principles for surviving and thriving at work, home, and school. - Seattle : Pear Press, 2008. - 301 p.

ISBN: 978-0-9797777-4-5

Call n°: 060 MED

This book is partly an academic-style introduction to brain research and partly a jauntily written practical "how-to" about getting the most from your brain. The author incorporates stories from his experiences to illustrate points he makes in the book. He gives a broad overview of brain research and makes a conscious effort to practice the rules he preaches.

Philipps, Larry W.

Zen and the art of poker : timeless secrets to transform your game. - New York : Plume, 1999. - 175 p.

ISBN: 0-452-28126-1

Call n°: 060 PHI

You can master the art of poker with this guide that shows you how to apply the philosophies of Zen so you can play your best game, every game. This book gives you the edge you need as it delivers winning strategies on everything from "getting in the zone" to playing on instinct.

You'll learn to master: - The one hundred essential rules of the game; - The Zen of lying low... and playing tight; - Trends in your luck cycles; - The poker face.

Andrew, Jamie

Life and limb : a true story of tragedy and survival. - London : Piatkus Publishers, 2008. - 305 p.

ISBN: 978-0-7499-5052-1

Call n°: 065 AND

Jamie Andrew's survival and rescue after five nights trapped by a ferocious storm in 1999 has passed into Alpine legend. It was a miracle that he survived; but Jamie had to come to terms not only with the death of his close friend, Jamie Fisher, who died beside him - but also with the loss of all his limbs to frostbite. Since the accident, Jamie has struggled painfully and successfully to overcome his disabilities; not only has he learnt to walk (and run) on his prosthetic legs, but also to ski, snowboard, paraglide - and even take up his beloved mountaineering again.

Plouffe, David

The audacity to win : the inside story and lessons of Barack Obama's historic victory. - New York : Viking, 2009. - 390

ISBN: 978-0-670-02133-8

Call n°: 085 PLO

The architect of the Obama campaign reveals how it all happened- and how it will revolutionize our politics.

David Plouffe not only led the effort that put Barack Obama in the White House, but he also changed the face of politics forever and reenergized the idea of democracy itself. This book is his story of that groundbreaking achievement, taking readers inside the remarkable campaign that led to the election of the first African American president.

For two years Plouffe worked side by side with Obama, charting the course of the campaign. His is the ultimate insider's tale, revealing both the strategies that delivered Obama to office and how the candidate and campaign handled moments of great challenge and opportunity. Moving from the deliberations about whether to run at all,

through the epic primary battle with Hillary Clinton and the general election against John McCain, Plouffe showcases the high-wire gamesmanship that fascinated pundits and the drama and intrigue that captivated a nation.

The book chronicles the arrival of a new moment in American life at the convergence of digital technology and grassroots organization, and the exciting possibilities revealed by a campaign that in many ways functioned as a \$1 billion start-up with laser-like focus and discipline. In this extraordinary book, David Plouffe unfolds one of the most important political stories of our time, one whose lessons are not limited to politics, but reach to the greatest heights of what we dream about for our country and ourselves.

Sorman, Guy

Empire of lies : the truth about China in the twenty-first Century. - New York : Encounter Books, 2008. - 267 p.

ISBN: 978-1-59403-216-5

Call n°: 085 SOR

Western political and business delegations stream into Beijing, confident in China's economy, which continues to grow rapidly. Crowning China's new status, Beijing will host the 2008 Olympic Games. But as the author reveals in this book China's success is, at least in part, a mirage. True, 200 million of her subjects, those fortunate enough to be working in an expanding global market, enjoy a middle-class standard of living. The remaining one billion, however, are among the poorest, most exploited people in the world. Popular discontent simmers, especially in the countryside, where it often flares into violent confrontation with Communist Party authorities.

In this book, the author explains how the West has conferred greater legitimacy on China than do the Chinese themselves. He has visited the country regularly for forty years and spent most of the past three years exploring her teeming cities and remotest corners. Empire of Lies is the culmination of these travels and perhaps the only book on China that lets the Chinese people speak for themselves.

Anderson, Ray

Going green. - Boston : Harvard Business School Press, 2008. - 98 p.

ISBN: 978-1-4221-2643-1

Call n°: 090 AND

Wondering how the most accomplished leaders from around the globe have tackled their toughest challenges? Each volume of this serie "Lessons Learned" offers 12-14 insightful essays by top leaders in industry, the public sector, and academia on the most pressing issues they have faced. The contributors share surprisingly personal anecdotes and offer authoritative and practical advice drawn from their years of hard-earned experience

Klare, Michael

Rising powers, shrinking planet : how scarce energy is creating a new world order. - Oxford : Oneworld, 2008. - 339 p.

ISBN: 978-1-85168-648-3

Call n°: 090 KLA

From the pre-eminent expert on resource geopolitics, an indispensable account of how the world's increasing demand for ever-diminishing supplies of vital resources is radically changing the international balance of power. The price of oil has doubled in less than two years. And it is still rising. This dizzying upward spiral cannot be explained away by a temporary OPEC embargo, or a sudden flare-up in the Middle-East. Instead, it is a sign of a permanent new structure of world power, one in which market forces and military

strength matter far less than the global scarcity of vital natural resources. Documenting this new dynamic, the author forecasts a future of surprising new alliances and explosive danger. As essential sources of energy rapidly deplete, governments rather than corporations are taking over the pursuit of resources. The future holds a radically altered world where the West is forced to compete with the 'Chindia' juggernaut and a resurgent Russia holds Europe to ransom. The only route to survival, the author shows, lies in an unprecedented level of international cooperation. A window into the current oil crisis engulfing the world, this is an essential and highly relevant insight into the future of global politics.

Sachs, Jeffrey D.

Common wealth : economics for a crowded planet. - London : Penguin Books, 2008. - 386 p.

ISBN: 978-0-141-02615-2

Call n°: 090 SAC

This is a book about how we should address the great, and interconnected, global challenges of the twenty-first century. Our task, the author argues, is to achieve truly sustainable development, by which he means finding a global course which enables the world to benefit from the spread of prosperity while ensuring that we don't destroy the ecosystems which keep us alive and our place in nature which helps sustain our values. How do we move forward together, benefiting from our increasing technological mastery, avoiding the terrible dangers of climate change, mass famines, violent conflicts, population explosions in some parts of the world and collapses in others, and world-wide pandemic diseases? In answering these questions, the author shows that there are different ways of managing the world's technology, resources and politics from those currently being followed, and that it should be possible to adopt policies which reflect long-term and co-operative thinking instead of, as currently, disregard for others and ever-increasing barriers to solving the problems which we collectively face. It is a book which appeals equally to both head and heart, and one which no globally thinking person can ignore.

Worldwatch Institute (Ed.)

State of the world : into a warming World : a Worldwatch Institute report on progress towards a sustainable society : 2009. - New York : W. W. Norton, 2009. - 262 p.

ISBN: 978-0-393-33418-0

Call n°: 090 WOR

This volume takes a fresh look at the trends that have put the global economy on a collision course with the Earth's ecosystems. The 2009 edition investigates a wide range of potential paths to change, including new technology, policy changes, consumption, and finance, with the ultimate goal of mobilizing humanity around climate change and revealing global warming as one of the truly great challenges of our time.

2. Economics

Levitt, Steven D. ; Dubner, Stephen J.

Super freakonomics : global cooling, patriotic prostitutes, and why suicide bombers should buy life insurance. - London : Allen Lane, 2009. - 270 p.

ISBN: 978-0-713-99990-7

Call n°: 110 LEV

Here at last is the long awaited follow-up to the international bestselling phenomenon, Freakonomics. Steven Levitt, the original rogue economist, and Stephen Dubner have uncovered the hidden side of even more controversial subjects, and with their inimitable style and wit, they will take us on another, even more gripping journey of discovery. Four years in the making, this book will once again transform the way we look at the world. It reveals, among other things, why you are more likely to be killed walking drunk than driving drunk; how a prostitute is more likely to sleep with a policeman than be arrested by one; why terrorists might be easier to track down than you would imagine; how a sex change could boost your salary; and how there really is a simple fix for climate change. This freakquel is even bolder, funnier and more surprising than its predecessor. With their unflinching analysis the authors overturn received wisdom: looking more deeply, asking more questions and, above all, thinking a little differently. Because sometimes the most superfreaky solution is the simplest!

Green, Stephen

Good value : reflections on money, morality and an uncertain world. - London : Allen Lane, 2009. - 207 p.

ISBN: 978-1-846-14236-9

Call n°: 141 GRE

How should we create wealth in societies, and why is it necessary to do so? What improves the lives of the largest number of people? And how do we, living in a globalised world caught in an age of financial and ecological turbulence, respond to the differing needs of individuals and institutions? The author reflects on how the human desires for exploration and exchange have led us into a globalised, urban world, and considers why it is that capitalism is the best system by which to improve material human wealth. As the world's financial order is in a state of flux, how do we align these drives, and capitalism, with our spiritual and psychological needs? And how should the financial sector respond not only to the current crisis but to the wider needs of the people it serves. Do businesses - and banks in particular - have a duty to society that goes beyond the creation of profit? Does open market capitalism remain our best hope for creating wealth that benefits all of society? Encompassing history, politics, religion and economics, this book offers new perspectives on how we can live in a richer, more dynamic world.

Phillips, Kevin

Bad money : reckless finance, failed politics, and the global crisis of American capitalism. - New York : Penguin Books, 2008. - 272 p.

ISBN: 978-0-14-311480-2

Call n°: 141 PHI

"Bad money" refers to a new phenomenon in wayward megafinance—the emergence of a U.S. economy that is globally dependent and dominated by hubris-driven financial services. Also "bad" are the risk miscalculations and strategic abuses of new multitrillion-dollar products such as asset-backed securities and the lure of buccaneering vehicles like hedge funds. Finally, the U.S. dollar has been turned into bad money as it has weakened

and become vulnerable to the world's other currencies. In all these ways, "bad" finance has failed the American people and pointed U.S. capitalism toward a global crisis.

Polak, Paul

Out of poverty : what works when traditional approaches fail. - San Francisco : Berrett-Koehler Publishers, 2008. - 232 p.

ISBN: 978-1-57675-449-8

Call n°: 141 POL

Based on his 25 years of experience, the author explodes what he calls the "Three Great Poverty Eradication Myths": that we can donate people out of poverty, that national economic growth will end poverty, and that Big Business, operating as it does now, will end poverty. He shows that programs based on these ideas have utterly failed--in fact, in sub-Saharan Africa poverty rates have actually gone up. These failed top-down efforts contrast sharply with the grassroots approach the author and IDE have championed: helping the dollar-a-day poor earn more money through their own efforts. Amazingly enough, unexploited market opportunities do exist for the desperately poor. The author describes how he and others have identified these opportunities and have developed innovative, low-cost tools that have helped in lifting 17 million people out of poverty.

Reinhart, Carmen M. ; Rogoff, Kenneth

This time is different : eight centuries of financial folly. - Princeton : Princeton University Press, 2009. - 463 p.

ISBN: 978-0-691-14216-6

Call n°: 143 REI

Throughout history, rich and poor countries alike have been lending, borrowing, crashing - and recovering - their way through an extraordinary range of financial crises. Each time, the experts have chimed, "this time is different" - claiming that the old rules of valuation no longer apply and that the new situation bears little similarity to past disasters. This book proves that premise wrong. Covering sixty-six countries across five continents, it presents a comprehensive look at the varieties of financial crises, and guides us through eight astonishing centuries of government defaults, banking panics, and inflationary spikes - from medieval currency debasements to today's subprime catastrophe. The authors, leading economists whose work has been influential in the policy debate concerning the current financial crisis, provocatively argue that financial combustions are universal rites of passage for emerging and established market nations. They draw important lessons from history to show us how much - or how little - we have learned.

Bremmer, Ian ; Keat, Preston

The fat tail : the power of political knowledge for strategic investing. - Oxford : Oxford University Press, 2009. - 254 p.

ISBN: 978-0-19-532855-4

Call n°: 145 BRE

In recent years, investors have learned the hard truth that in the international economy, politics often matters at least as much as economic fundamentals for the performance of global markets. Too many companies and investors haven't yet learned to read the warning signs: their expertise lies much more in economics than politics, and the temptation is to hope that highly volatile situations such as the 2008 Georgia-Russia confrontation will be few and far between. But as the authors demonstrate, these scenarios--and their catastrophic effects on business--happen much more frequently than we imagine. On the curve that charts both the frequency of these events and the power of

their impact, the 'tail' of extreme political instability is not reassuringly thin but dangerously fat.

This groundbreaking book is the first to both identify the wide range of political risks that global firms face and show investors how to effectively manage them. This text reveals that while the world remains exceedingly risky for businesses, it is by no means incomprehensible. Political risk is unpredictable, but it is easier to analyze and manage than most people think. Applying the lessons of world history, the authors survey a vast range of contemporary risky situations, from stable markets like the United States or Japan, where politically driven regulation can still dramatically effect business, to more precarious places like Iran, China, Russia, Turkey, Mexico, and Nigeria, where private property is less secure and energy politics sparks constant volatility. The book sheds light on a wide array of political risks--risks that stem from great power rivalries, terrorist groups, government takeover of private property, weak leaders and internal strife, and even the "black swans" that defy prediction. But more importantly, the authors provide a wealth of unique methods, tools, and concepts to help corporations, money managers, and policy makers understand political risk, showing when and how political risk analysis works--and when it does not.

Hassan, Adnan

A practical guide to sovereign wealth funds. - London : Euromoney Books, 2009. - 184 p.

ISBN: 978-1-84374-577-8

Call n°: 145.4 HAS

As global economic power shifts from the West to the East and recent investments in well-known Western institutions have propelled sovereign wealth funds into the public eye, this practical guide for SWFs, fund managers, service providers and regulators/policy-makers highlights the importance of SWFs and their role in the global financial playing field. This text covers geographical analysis, definitions and approaches, benefits and problems of SWFs, ranks of the top SWFs, important players in the industry and their objectives, practical steps to enable you to profit from the SWF phenomena, and the past, present and future of SWFs.

Goldstein, Paul

Intellectual property : the tough new realities that could make or break your business. - New York : Portfolio, 2007. - 244 p.

ISBN: 978-1-59184-177-7

Call n°: 170 GOL

How can a product of the mind - an innovation, a song, a logo, a business secret - become the subject of precise property rights? No idea is entirely original; every innovative business borrows, sometimes extensively, from its competitors and others. So how do we draw the line between fair and unfair use?

Billions of dollars ride on that question, as do the fates of publishers, software producers, drug companies, advertising firms, and many others. It's also a key question for individuals - for instance, if you quit your job after mastering the company's secrets, what can you do with that information?

In this book, the author draws on dozens of fascinating case studies, from the Polaroid vs. Kodak battle to Kellogg's surprising trademark suit against Exxon to whether a generic perfume is allowed to smell exactly like Chanel No. 5.

Every business decision that involves IP is also a legal decision, and every legal decision is also a business decision. Lawyers and managers need to work together to navigate these murky waters, and this book shows how.

3. Business and General Management

Hexter, Jimmy ; Woetzel, Jonathan

Operation China : from strategy to execution. - Boston : Harvard Business School Press, 2007. - 212 p.

ISBN: 978-1-4221-1696-8

Call n°: 220 HEX

China has matured as a market—and the game has changed. Yesterday, multinationals grappled with fundamental strategic choices: Do we go to China? Whom do we partner with? Where should we invest? Winning in China was all about achieving approval to enter the market, picking the right joint venture partner and selling in the right few cities to the right customers. Execution didn't matter as much as privileged access—through government and partner relationships.

Today, China is teeming with MNCs and local competitors. Government is no longer the main driver of deals. Barriers to entry have fallen. Regulations are less of a factor. Partners are no longer required in many industries. Winning now depends on great execution: effectively and efficiently developing, marketing, producing, and channeling goods to customers and growing and retaining a talent base.

In this book, the authors explain how you can achieve superior execution in China—through operations including talent management, product development, information technology, procurement, supply-chain management, manufacturing, and sales, marketing, and distribution.

Aronoff, Craig E. ; Ward, John L.

Family business compensation. - Marietta : Business Owner Resources, 2009. - 91 p.

2nd ed.

ISBN: 1-891652-28-1

Call n°: 230 ARO

Compensation matters are among the most frequently asked and complicated questions facing business-owning families. What is fair? How can the rewards of ownership be distinguished from pay for performance? How can the owner motivate and retain key non-family employees? This book shows how to deal with these tough issues in ways that strengthen the business and family teams. It also shows how to: develop a philosophy of compensation; establish incentive plans; make compensation a catalyst for business planning; compensate non-family executives; build trust through the compensation process; communicate about compensation; anticipate and avoid common compensation problems. This book gives straight answers and sound advice for family businesses of any size or in any stage of development.

Family Business Network

2020 : next generation: hopes, dreams and ambitions. - Lausanne : Family Business Network, 2009. - 87 p.

Call n°: 230 FAM

Inspired by the 20th anniversary of the Family Business Network, this book gives insight into the hopes, dreams and ambitions of the next generation of family business owners. The trend survey, conducted in August among 100 next-generation members of the Family Business Network in Europe, Asia and North and South America, is part of the publication which is published by the Family Business Network International in partnership with IMD and ABN AMRO Private Banking.

Schuman, Amy M. ; Ward, John L.

Family education for business-owned families : strengthening bonds by learning together. - Marietta : Family Enterprise Publishers, 2009. - 64 p.

ISBN: 1-891652-16-5

Call n°: 230 SCH

One of the key factors in maintaining the legacy of your family business is a good program of family education. Inevitably, wise business-owning families see the necessity of launching some form of education for family members. It establishes an interest and a connection with the business among members of the younger generations. When done well, a program of family education offers many benefits including: 1) helping future owners prepare for their roles and responsibilities in the business and in the family; 2) providing a way to express interest in each individual; 3) providing a way to earn loyalty from family members; and 4) strengthening bonds among family members. In this book, the authors aim to inspire you and your family to initiate a family education program that is suited to the needs of your family.

Visscher, François de ; Aronoff, Craig E. ; Ward, John L.

Financing transitions : managing capital and liquidity in the family business. -

Marietta : Business Owner Resources, 2008. - 87 p.

2nd ed.

ISBN: 0-98916522-2-2

Call n°: 230 VIS

If a family-owned company is to endure and provide the maximum potential opportunity for future generations, it must plan for provision of both adequate shareholder liquidity and sufficient business capital. Many believe their options are limited: restrict money available to the family; sell the business; or go public. Rather than allowing financial pressures to destroy the family business, careful planning and sophisticated use of the growing collection of financial techniques can help the family retain business control and make wise choices among many available alternatives. This book is a guide to: 1) anticipating and managing capital and liquidity needs; 2) understanding how the "Family Effect" can be a family business' greatest asset - or its greatest threat; 3) evaluating two dozen up-to-date, sophisticated financial solutions for providing liquidity and capital for the family business; 4) recognizing how predictable family business transitions can erupt into family crises; 5) avoiding the downward liquidity spiral; 6) keeping patient capital from becoming impatient; 7) controlling the family business's cost of capital. This book also gives business owners the financial insight and understanding needed to provide future generations with the fullest possible opportunity to enjoy the unique benefits of business ownership.

Steinhilber, Steve

Strategic alliances : three ways to make them work. - Boston : Harvard Business School Press, 2008. - 148 p.

ISBN: 978-1-4221-2588-5

Call n°: 240 STE

The author proves that, despite the odds, alliances are critical to the business strategy for companies competing globally: customers want integrated solutions to their problems, and that's pushing companies to work together to create differentiated offerings. Equally crucial, well-managed alliances generate important forms of business value, including new products and accelerated growth. Drawing on his experience as the head of Cisco's Strategic Alliances group, he has created tools and guidelines that will help you forge alliances that work. He describes the three essential building blocks of successful alliances and explains how to establish: the right framework; the right organization; and the right relationships.

Kawasaki, Guy

Reality check : the irreverent guide to outsmarting, outmanaging, and outmarketing your competition. - New York : Portfolio, 2008. - 474 p.

ISBN: 978-1-59184-223-1

Call n°: 250 KAW

In Silicon Valley slang, a "bozo explosion" is what causes a lean, mean, fighting machine of a company to slide into mediocrity. As the author puts it, "If the two most popular words in your company are partner and strategic, and partner has become a verb, and strategic is used to describe decisions and activities that don't make sense" . . . it's time for a reality check.

From competition to customer service, innovation to marketing, the author shows readers how to ignore fads and foolishness while sticking to commonsense practices. He explains, for instance: - How to get a standing ovation; - The art of schmoozing; - How to create a community; - The top ten lies of entrepreneurs; - Everything you wanted to know about getting a job in Silicon Valley but didn't know who to ask.

Lebret, Hervé

Start-up : what we may still learn from Silicon Valley. - [S.l.] : CreateSpace, 2007. - 189 p.

ISBN: 978-1434820068

Call n°: 250 LEB

Although start-ups represent a major phenomenon in the USA, they also create scepticism and even suspicion, perhaps because of the excesses of the Internet bubble. Apple, Microsoft, Intel, Cisco, Yahoo and Google were all start-ups and these success stories show that the phenomenon is not mere speculation. The goal of this book is to show start-ups from a different angle. Start-ups are created by individuals who are passionate and who have dreams. Therefore this work should not only be read by specialists of innovation or by high tech entrepreneurs, but also by anyone interested in the history and economics of start-ups. The book is presented in two parts: it begins with a presentation of Silicon Valley start-ups, which ends with a description of the ecosystem of this region. The second part is dedicated to Europe, where the start-up phenomenon has failed in comparison. The main message is that it is absolutely necessary to take more inspiration from Silicon Valley.

Masterson, Michael

Ready, fire, aim : zero to \$100 million in no time flat. - Hoboken : J. Wiley and Sons, 2008. - 375 p.

ISBN: 978-0-470-18202-4

Call n°: 250 MAS

Whether you're thinking about starting a new business or growing an existing one, Ready, Fire, Aim has what you need to succeed in your entrepreneurial endeavors. In it, the author shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, the author teaches you the different skills needed in order to excel in this dynamic environment.

While some of the concepts covered may seem novel, all of them have been proven to work time and again. Among other things, you'll discover: - Why selling is your first business priority and the one thing you should never stop doing; - The handful of numbers that are critical to every business; - When to cut your losses short and when to let your winners run; - The front-end/back-end method of doubling profits easily; - Why having a Plan B is as important as Plan A, and when and how to create it; - The difference between

pushers, thinkers, organizers, and sellers, and how to attract the ones you need for your business.

Over the course of his remarkably successful career, the author on has helped start and develop dozens of multimillion-dollar businesses, including one whose revenues exceeded \$135 million and another still growing at \$300 million. Now, with Ready, Fire, Aim, he'll show you how to make your way to the top by designing powerful marketing campaigns that will regularly outsell your competitors; implementing innovative operational procedures that will reduce costs and hassles; and using the revolutionary power of the Internet to reduce customer complaints and increase profits.

Blowfield, Michael ; Murray, Alan

Corporate responsibility : a critical introduction. - Oxford : Oxford University Press, 2008. - 452 p.

ISBN: 978-0-19-920909-5

Call n°: 260 BLO

This textbook examines the multiple dimensions to corporate responsibility. It creates a framework that presents a historical and interdisciplinary overview of the field; a summary of different management approaches; and a review of the key actors and trends worldwide. The authors take a critical perspective and successfully provide a balance between theory and practice. They offer comprehensive coverage of the subject, combining an insightful, interdisciplinary, approach with the pedagogy and support sought after by students.

Clarke, Thomas (Ed.) ; Chanlat, Jean-François (Ed.)

European corporate governance : readings and perspectives. - London : Routledge, 2009. - 405 p.

ISBN: 978-0-415-40534-8

Call n°: 260 CLA

For decades, Europe has sought to become more financially integrated with the United States and thus European legal institutions, regulatory, governance and accounting practices have faced pressures to adapt to international competitive markets. Against this backdrop, European corporate governance systems have been criticized as being less efficient than the Anglo-American market based systems. This textbook examines the unique dimensions and qualities of European corporate governance. Reforms of key institutions, the doctrine of shareholder value and the seemingly irresistible growth of CEO power and reward are critically analyzed. The book brings out the richness of European corporate governance systems, as well as highlighting historical weaknesses that will require further work for a sustainable corporate governance environment in the future. In light of the most severe financial crisis since the 1930s, this intelligent look at European corporate governance is a vital textbook for courses on corporate governance and a great supplementary textbook on a host of business, management and accounting classes.

Doh, Jonathan P. (Ed.) ; Stumpf, Stephen A. (Ed.)

Handbook on responsible leadership and governance in global business. - Cheltenham : E. Elgar, 2005. - 416 p.

ISBN: 1-84542-949-4

Call n°: 260 DOH

Ethics, social responsibility, leadership, governance. These terms are heard in the classroom, in the boardroom, and viewed on the front page of newspapers and magazines. Yet serious attention to the relationships among these concepts is lacking.

Although commitments to leadership, ethics, and social responsibility are evident, individuals and companies are falling short in combining these duties into policies and cultures that guide behavior and decisions. The missing element is a broad-based and integrated approach to responsible leadership and governance. This volume provides the leading thinking on these issues and includes a discussion of emerging areas that require future attention.

The contributors summarize the state of the literature, identify complementary insights and perspectives, discuss areas of conflict and disagreement, and include a provocative and stimulating agenda for further investigation. They point up practical consequences of these perspectives in light of developments that have exposed the shortcomings in practice. Several contributors focus specifically on the challenges faced by global companies in developing and maintaining leadership and governance practices that are responsive to different national institutional and cultural settings.

Grobman, Gary M. ; Grant, Gary B.

Fundraising online : using the Internet to raise serious money for your nonprofit organization. - Harrisburg : White Hat Communications, 2006. - 189 p.
ISBN: 1-929109-18-0

Call n°: 260 GRO

Search-engine marketing, blogs, personal fundraising pages, and podcasting are just a few of the strategies and techniques outlined in this handbook to assist fundraisers in harnessing the power of the Internet. This guide outlines a step-by-step approach to taking advantage of the e-philanthropy revolution, including a discussion of the pros and cons of soliciting funds on the web and an evaluation of creative business models - from online donor-recognition pages and virtual charity shopping malls to e-commerce and click to give sites. Advice on developing a strategic online fundraising plan and a section on how to successfully engage in nonprofit e-commerce, selling goods and services online, order fulfillment, customer service, payment processing, and handling returns are also included.

Hart, Ted ; Greenfield, James M. ; Haji, Sheeraz D.

: social networking and web 2.0 for charities. - Hoboken : J. Wiley and Sons, 2007.
- 262 p.

ISBN: 978-0-470-12077-4

Call n°: 260 HAR

Giving donors the chance to participate in and contribute to the success of a charity beyond the online gift is proving to be successful for many nonprofits. This hands-on guide is filled with creative ideas, techniques, and suggestions to help readers harness the power of social networking for your charity, including:

- *Getting supporters to do more than give*
- *Evaluating your Web site*
- *Blogs - an important development in fundraising*
- *The power of celebrity in building communities*
- *How to leverage an individual supporter's social network*
- *Online marketing to ethnic and special interest communities*
- *How to influence single-gift Web donors to become monthly donors*
- *The opportunities and challenges of multi-channel marketing*
- *Why ePhilanthropy succeeds - seven pillars of e-success*
- *Connecting with planned gift donors and prospects*
- *Buttons and banners on company Web sites*

MacLennan, Alison

Running a charity. - Bristol : Jordans, 2008. - 165 p.

ISBN: 978-1-84661-093-6

Call n°: 260 MAC

This guide to charity management is an essential handbook for all those involved in charity administration. It explains everything that administrators and trustees need to know to run their charity in compliance with the law and regulations and indicates when they should seek professional advice. The text also contains appendices with the main documents required for setting up and running a charity, plus helpful listings of official organisations and details of useful source of further information.

McPherson, Richard C.

Digital giving : how technology is changing charity. - New York : iUniverse, 2007.

- 102 p.

ISBN: 978-0-595-44255-3

Call n°: 260 MAC

This book takes a look at how three major technology trends are reshaping how Americans give, join and volunteer: the democratizing of media, the democratizing of philanthropy and the relentless demand for convenience. The book's candid interviews, short case studies and irreverent observations provide a look at what's changing - and what's coming.

Yunus, Muhammad ; Weber, Karl

Creating a world without poverty : social business and the future of capitalism. - New York : PublicAffairs, 2007. - 282 p.

ISBN: 978-1-58648-667-9

Call n°: 260 WEB

*In the last two decades, free markets have swept the globe. But traditional capitalism has been unable to solve problems like inequality and poverty. In the author's groundbreaking sequel to *Banker to the Poor*, he outlines the concept of social business—business where the creative vision of the entrepreneur is applied to today's most serious problems: feeding the poor, housing the homeless, healing the sick, and protecting the planet. This text reveals the next phase in a hopeful economic and social revolution that is already underway.*

Kuhlmann, Arkadi ; Philp, Bruce

The orange code : how ING Direct succeeded by being a rebel with a cause. -

Hoboken : J. Wiley and Sons, 2009. - 252 p.

ISBN: 978-0-470-28723-1

Call n°: 280 KUH

In an industry dominated by big banks with little patience for their customers, ING Direct has always strived to be different—a rebel with a cause, if you will—and in doing so, they've become the most successful online banking venture in history. This book recounts ING Direct's intriguing story, explaining the philosophy of its founder Arkadi Kuhlmann—who believes in the power of individuals to control their financial destiny—and his long-running partnership with Bruce Philp, the branding consultant who helped him make ING Direct a cause to its own people and a household name across North America.

Cohan, Peter S.

You can't order change : lessons from Jim McNerney's turnaround at Boeing.

- New York : Portfolio, 2008. - 229 p.

ISBN: 978-1-59184-239-2

Call n°: 290 COH

Jim McNerney was one of Jack Welch's top protégés at General Electric and a finalist to replace the retiring Welch as CEO. McNerney lost that competition in 2001, but since then he has emerged as one of the most effective leaders of his generation.

This book tells the amazing story of McNerney's turnaround at the world's leading aircraft manufacturer, which had faced a series of tough problems. Boeing is extremely hard to run, with more than \$66 billion in annual revenue and 161,000 employees. A new product like the 787 Dreamliner costs billions to develop over many years, with global production hurdles and little margin for error.

The author interviewed people who worked with McNerney throughout his career to explain why his consensus-driven style sets him apart. The title comes from a McNerney quote about the importance of winning hearts and minds with a clear vision of future success.

McNerney combines Midwestern integrity and humility with the brilliance and drive of a Harvard Business School and McKinsey alum. This book reveals his approach to accountability, growth, cost cutting, leadership development, customer focus, and other universal challenges.

Billington, Corey A. (Ed.) ; Davidson, Rhoda (Ed.) ; Henderson, James E. (Ed.)

Global industrial trends : 90 exceptional people who will shape the future of business : the IMD MBA class of 2009.

- Lausanne : International Institute for

Management Development, 2009. - 141 p.

ISBN: 978-2-8399-0610-4

Call n°: 310 BIL

At IMD, our MBA students have the opportunity to work in teams on an International Consulting Project (ICP) supported by an IMD faculty member. The first stage of this project includes an in-depth industry analysis conducted with publicly available data. In this book, IMD provides an opportunity to examine 17 high-quality student summaries which cover a wide range of industries: fast-moving consumer goods, pharmaceuticals, heavy-duty trucking, and manganese, to name few. Our synthesis across these industries provides insights into the industrial mega-trends which are shaping our business world.

Haghirian, Parissa (Ed.)

Innovation and change in Japanese management.

- Houndmills : Palgrave

MacMillan, 2010. - 247 p.

ISBN: 978-0-230-21667-9

Call n°: 310 HAG

The mystic image of Japanese management changed during the recession of the 1990s. Japanese corporations had problems adapting to the economic challenges and were slow in the implementation of reforms and restructuring measures. They were expected to develop more shareholder value and become more like their Western counterparts.

Western observers and news criticized Japanese corporations and managers for being too consensus and harmony oriented, and not being able to deal with crisis or rapid changes. But Japan and Japanese management did change.

In many cases these changes were not as radical or as spectacular as expected. Western suggestions and business models were not completely ignored, but many of them are not applicable in a Japanese context. Japan and Japanese management changed in its own

way, in a Japanese Way. This book shows which transformation processes and changes can be observed in Japanese companies in reaction to the economic challenges of the past decade. The book presents new research results and investigates the variety of changes that Japanese corporations and managers have experienced in recent years.

Lane, Henry W. ; Maznevski, Martha L. ; DiStefano, Joseph J. ; Dietz, Joerg
International management behavior : leading with a global mindset. -
Chichester : J. Wiley and Sons, 2009. - 410 p.
6th ed.

ISBN: 978-0-470-71412-6

Call n°: 310 LAN

Now in its sixth edition, this book continues to help students develop the knowledge, perspective, and skills they need in order to conduct global business successfully. The combination of well-chosen, new and classic cases, as well as a completely revised text, provides excellent exposure to real-life management issues and a field-tested framework for understanding cross-cultural dynamics. Elimination of the readings has provided for greater flexibility and customization.

For the sixth edition, the structure of the book has been totally revised and the text thoroughly updated to reflect the authors' recent experiences. Material in the original chapters has been expanded and there are new chapters on managing change in global organizations and one on managing global teams and networks. The concept of the global mindset is used as the integrating theme that establishes a framework for the book making it applicable at both individual/team and organization levels. This book continues its tradition and orientation about managing people from different cultures and managing global organizations to get effective results.

Barreto, Manuela (Ed.) ; Ryan, Michelle K. (Ed.) ; Schmitt, Michael T. (Ed.)
The glass ceiling in the 21st century : understanding barriers to gender equality. - Washington : American Psychological Association, 2009. - 334 p.
ISBN: 978-1-43380-409-0

Call n°: 330 BAR

Since the term 'glass ceiling' was first coined in 1984, women have made great progress in terms of leadership equality with men in the workplace. Despite this, women are still under-represented in the upper echelons of organizations. In this volume, leading psychologists from the United States, Canada, and the European Union go beyond social commentary, anecdotal evidence and raw statistics to explain and offer remedies for this continued inequality, based on empirical evidence. Subtle barriers to women's advancement to and success in leadership positions are a major focus, such as women being recruited for upper-level positions that are associated with a high risk of failure or women managers being stereotyped as either competent or warm (but not both). Solutions that can be practically implemented are offered at different levels of analysis, including organizational (e.g., affirmative action), work group (e.g., diversity management), and individual (e.g., cross-cultural networking). Other obstacles associated with breaking through the glass ceiling include more nuanced forms of gender stereotyping, tokenism, and sexual harassment. The somewhat surprising effects of affirmative action and family friendly policies are also examined. As this volume explores women's current experiences in the workplace, a critical emphasis is making visible what women encounter as their career trajectory ascends and suggesting how they can enhance their career choices and thrive in the hard-won positions they attain.

Ghaffari, Elizabeth

Outstanding their field : how women corporate directors succeed. - Santa Barbara : ABC-CLIO, 2009. - 247 p.

ISBN: 978-0-313-37584-2

Call n°: 330 GHA

In a book businesswomen can rally around and use as a manual, an author shows what it takes to get nominated to a corporate board and become a productive and respected member. Women still make up only 16 percent of large-company corporate boards and 45 of the Fortune 500 still have no female board members. Ironically, corporations know they have a problem recruiting outstanding female board members. They maintain that, despite women's enormous strides in the business world, qualified women remain difficult to find. This book blazes a trail. Rather than focusing on lack of opportunity or loudly calling for the appointment of more women to boards, it simply shows women what they can do to get on boards. In its pages, businesswomen will gain refreshing insights into the many opportunities that exist for them to rise to leadership. The result of two years' research and interviews, the book identifies specific steps a woman can take to become qualified and competent to serve at the very top - as a director on a for-profit corporate board. Arguing that women need to 'learn from the leaders', the author lets 15 female directors tell the truth about how to find a seat at the table. Each story is different; no one path or decision worked for every woman. Their advice closes each chapter, providing encouragement and perspective from over three decades of practical experience with public company boards.

Osterman, Paul

The truth about middle managers : who they are, how they work, why they matter. - Boston : Harvard Business School Press, 2008. - 189 p.

ISBN: 978-1-4221-7970-3

Call n°: 330 OST

"Middle management" is a term associated with relentless downsizing, corporate drudgery, and career dead-ends. Bashed by management gurus, dismissed by social scientists, and painted as victims by the media, middle managers seem permanently relegated to the sidelines of corporate power. But is this popular picture accurate? Are middle managers really no longer valued by today's performance-driven organizations? The truth is surprising. The author has analyzed over thirty years' worth of employment data, interviewed a wide sample of managers, and uncovered a very different picture of middle managers today. Not only have their numbers increased dramatically, but middle managers are wealthier, more productive, more autonomous--and they gain real pleasure from their day-to-day work. But there's another side to the story: while managers have maintained their commitment to their tasks and to their colleagues, they are increasingly cynical and distant from their organizations. They are confused about their future and how to manage their careers.

Anthony, Scott D.

The silver lining : an innovation playbook for uncertain times. - Boston : Harvard Business School Press, 2009. - 210 p.

ISBN: 978-1-4221-3901-1

Call n°: 350 ANT

Experts agree: the turbulence triggered by the economic shock of 2008 constitutes the "new normal." Unfortunately, too many managers have become paralyzed by it, capable only of slashing costs indiscriminately. Though examining spending during recessions makes sense, the smartest executives do much more. These leaders continue innovating--by stopping ineffective initiatives, changing key business processes, and starting more

productive behaviors. Result? Their companies emerge from downturns stronger than ever. Providing a wealth of ideas, tools, and examples from diverse industries, the author explains how to safeguard your company's profitability during even the toughest recessions.

Apostolico, David

Poker strategies for a winning edge in business. - New York : Prometheus Books, 2007. - 217 p.

ISBN: 978-1-59102-552-8

Call n°: 350 APO

In this book, an experienced poker player takes the game's philosophy and applies it to various business situations. Readers learn how to develop a poker mind-set to help them in all aspects of their business lives. Whether you are negotiating a deal, managing your finances, marketing products, running a business or trying to climb the corporate ladder, a solid poker strategy can prove invaluable.

Champy, Jim

Outsmart!": how to do what your competitors can't. - Harlow : Financial Times Prentice Hall, 2008. - 187 p.

ISBN: 978-0-273-71911-3

Call n°: 350 CHA

This book is about consistently outsmarting the competition in an environment where even the best strategies rarely prevail. It's about companies that have accelerated to the leading edge of business practice and stayed there, year after year. In this book, the author teaches the remarkable lessons of businesses that have achieved super-high growth rates for 3 or more years in a row. These "high-velocity" companies range from classic startups to old-line family-run manufacturing businesses: from S.A. Robotics to Stonyfield Farms, MinuteClinic to Shutterfly. Champy uncovers what they share in common and shows how you can do it too in your company. Drawing on his rigorous, far-reaching research, you'll learn how to generate strategy organically: from the frontlines, executive suites, and everywhere in between. You'll discover how to outsmart your competitors by finding distinctive market positions and sustainable advantages in products and services, surprising delivery methods, and unexpected customers with unexpected needs. You'll learn how to uncover "bubbles worth bursting", organize your ideas and sharpen your focus, and combine high purpose with cool pragmatism. And you'll learn how to recognize when the world's getting ready to catch up, so you can outsmart them yet again!

Gunther McGrath, Rita ; MacMillan, Ian C.

Discovery-driven growth : a breakthrough process to reduce risk and seize opportunity. - Boston : Harvard Business School Press, 2009. - 249 p.

ISBN: 978-1-59139-685-7

Call n°: 350 GUN

The authors show how companies can plan and pursue an aggressive growth agenda with confidence. By carefully framing their strategic growth opportunities, testing each project assumption against a series of checkpoints, and creating a culture that acts on evidence and learning instead of blind stumbling, companies can better control their costs, minimize surprises, and know when to disengage from questionable projects -- before it's too late. Providing tools that will help you select and better assess the potential of any strategic venture, from new product lines to entirely new businesses, they outline a comprehensive process that lets you identify, manage, and leverage your company's full portfolio of opportunities.

Kennedy, Robert E. ; Sharma, Ajay

The services shift : seizing the ultimate offshore opportunity. - Upper Saddle River : Pearson Education, 2009. - 330 p.

ISBN: 978-0-13-713350-5

Call n°: 350 KEN

By now, most business people, pundits, and politicians in the United States and other developed nations have come to grips with the phenomenon of manufacturing jobs moving offshore: The process is variously referred to as “outsourcing” or “offshoring.” But a far bigger wave of change is approaching the shores of those same developed nations: the globalization of services. Where are the jobs going? Which companies benefit—or could benefit? How exactly does services offshoring work? How do you “get in the game”? Who makes a good partner? And what are the policy implications? This book answers all these questions, and more, offering powerful insights for managers, public policymakers, and citizens alike. The authors reveal how services offshoring works in both industries and individual companies, and show how to define and implement realistic services-sourcing goals for your organization. You’ll learn who’s involved in services offshoring, understand leading business models, and tour the main geographical centers—from China and India to Hungary, Russia, Morocco, Brazil, South Africa, and Mauritius. Drawing on detailed interviews with participants, the authors review the management skill sets associated with successful services offshoring. Next, they assess policy initiatives in both developing and developed countries, including U.S. proposals aimed at restricting the offshoring of services. Finally, they preview the newest trends in services globalization, helping you prepare for the world as it will be—next year, five years from now, and in a decade.

Lorange, Peter

Shipping strategy : innovating for success. - Cambridge : Cambridge University Press, 2009. - 273 p.

ISBN: 978-0-521-76149-9

Call n°: 350 LOR

The shipping industry has an impact on each and every one of us every day. Ships transport the food we eat, the clothes we wear, the cars we drive, the materials used to build our homes, and the fuel that heats them. Yet traditional shipping companies – ones that combine various aspects of shipping under one organizational roof – are on the decline. They are gradually being replaced by new, more specialized companies with more strategic clarity and managerial focus. In this book, the author draws on his experience in the shipping industry to show how companies can adapt to the fast-moving and volatile world of maritime business by devising strategies for future success, including specialization and innovation.

Maister, David H.

Strategy and the fat smoker : doing what's obvious but not easy. - Boston : Spangle Press, 2008. - 275 p.

ISBN: 978-09798457-1-0

Call n°: 350 MAI

We often (or even usually) know what we should be doing in both personal and professional life. We also know why we should be doing it and (often) how to do it. Figuring all that out is not too difficult. What is very hard is actually doing what you know to be good for you in the long-run, in spite of short-run temptations. The same is true for organizations. What is noteworthy is how similar (if not identical) most firms' strategies really are: provide outstanding client service, act like team players, provide a good place to work, invest in your future. No sensible firm (or person) would enunciate a strategy that

advocated anything else. However, just because something is obvious does not make it easy. Real strategy lies not in figuring out what to do, but in devising ways to ensure that, compared to others, we actually do more of what everybody knows they should do. This simple insight, if accepted, has profound implications for 1. how organizations should think about strategy 2. how they should think about clients, marketing and selling and 3. how they should think about management.

In 18 chapters, the author explores the fat smoker syndrome and how individuals, managers and organizations can overcome the temptations of the short-term and actually do what they already know is good for them.

Nickerson, Jackson A. (Ed.) ; Silverman, Brian S. (Ed.)

Advances in strategic management : volume 26 : economic institutions of strategy. - Bingley : Emerald JAI, 2009. - 542 p.

ISBN: 978-1-84855-486-3

Call n°: 350 NIC

Since the publication of Oliver Williamson's "Economic Institutions of Capitalism" in 1985, new institutional economics approaches have increasingly been used to understand strategic challenges. This book offers an interconnected set of papers that reviews and extends the economic institutional approach to business and corporate strategy bringing together the disparate strands of new institutional economics-based strategy research in a single comprehensive source. The contributors to this volume focus on new institutional economics' insights regarding diversification, alliances, franchising, geographic location, innovation, and other strategic choices. Each contributor uses either a single influential article - with excerpts reprinted - or a survey of the literature to ask and answer three questions: What is the current state of the art in new institutional economics' contribution to fundamental strategic questions? Where has this approach succeeded most, and what gaps remain?

Pickett, KH Spencer

Internal investigations : a basic guide anyone can use. - Chichester : J. Wiley and Sons, 2008. - 203 p.

ISBN: 978-0-470-77968-2

Call n°: 350 PIC

This book provides a simple but effective method for carrying out reliable and defensible internal investigations. It offers anyone asked to conduct such an investigation a working set of standards, set out in a basic approach that follows five main steps: Beginning the Investigation, Assessing the Issues, Substantiating the Claims, Investigating the Implications, and Communicating the results. Using the Basic approach, all senior employees and associates will be able to develop an important new skills - set that will help them conduct a credible internal investigation, as and when required.

Collins, James Charles

How the mighty fall : and why some companies never give in. - London : Business Books, 2009. - 222 p.

ISBN: 978-1-8479-4042-1

Call n°: 351 COL

Decline can be avoided. Decline can be detected. Decline can be reversed. Amidst the desolate landscape of fallen great companies, the author began to wonder: How do the mighty fall? Can decline be detected early and avoided? How far can a company fall before the path toward doom becomes inevitable and unshakable? How can companies

reverse course? In this book, the author confronts these questions, offering leaders the well-founded hope that they can learn how to stave off decline and, if they find themselves falling, reverse their course. His research project uncovered five step-wise stages of decline: Hubris Born of Success; Undisciplined Pursuit of More; Denial of Risk and Peril; Grasping for Salvation; Capitulation to Irrelevance or Death. By understanding these stages of decline, leaders can substantially reduce their chances of falling all the way to the bottom.

Kotler, Philip ; Caslione, John A.

Chaotics : the business of managing and marketing in the age of turbulence. -

New York : American Management Association, 2009. - 206 p.

ISBN: 978-0-8144-1521-4

Call n°: 351 KOT

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Complete with metrics and measurements, this book outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organization can survive with less.

Marcus, Alfred A.

Strategic foresight : a new look at scenarios. - New York : Palgrave MacMillan, 2009. - 209 p.

ISBN: 978-0-230-61172-6

Call n°: 351 MAR

Scenario planning is the principles, methods, and techniques for looking forward into the future and trying to anticipate and influence what is to come next. This book provides readers with the means to create better scenarios and to use them to create winning business strategies. The purpose is to shed new light on scenarios and scenario-like thinking in organizations for managers at every level within a company. The book covers scenarios such as: economic outlooks; political environments; acquisitions; downsizing, and more.

Mintzberg, Henry ; Ahlstrand, Bruce ; Lampel, Joseph

Strategy safari : the complete guide through the wilds of strategic management. - Harlow : Financial Times Prentice Hall, 2009. - 441 p.

2nd ed.

ISBN: 978-0-273-71958-8

Call n°: 351 MIN

Strategy is the most prestigious but also the most confusing part of business. Managers are constantly bombarded with new jargon and the latest fads promising the magic bullet for every strategic problem. The world of strategy can seem to be an impenetrable jungle. This book presents a powerful antidote to the dilemma of needing to know about strategy and yet not being able to find any comprehensible guidelines. This revised edition is a comprehensive, colourful and illuminating tour through the wilds of strategic management.

Ariely, Dan

Predictability irrational : the hidden forces that shape our decisions. - London : HarperCollins, 2008. - 280 p.

ISBN: 978-0-00-725653-2

Call n°: 360 ARI

Why do smart people make irrational decisions every day? The answers will surprise you. Why can a 50p aspirin do what a 5p aspirin can't? If an item is "free" it must be a bargain, right? Why is everything relative, even when it shouldn't be? How do our expectations influence our actual opinions and decisions? In this book, the authors cuts to the heart of our strange behaviour, demonstrating how irrationality often supplants rational thought and that the reason for this is embedded in the very structure of our minds.

Dixit, Avinash K. ; Nalebuff, Barry J.

The art of strategy : a game theorist's guide to success in business and life. -

New York : W. W. Norton, 2008. - 483 p.

ISBN: 978-0-393-06243-4

Call n°: 360 DIX

Game theory. You may have heard of it (or seen A Beautiful Mind) and wondered how it can help you play the game of life. This book shows you how.

Whether negotiating with your six-year old over when to go to bed, deciding how your firm will respond to a rivals price cut, or trying to ensure that you'll stick to a New Years resolution, each of us faces a myriad of strategic interactions every day. You can muddle through and hope for good luck, or you can become better at recognizing, even anticipating, strategic situations and knowing how to respond.

Game theory provides a method for strategic thinking. Put into practice, it is the art of outdoing your adversary, knowing that he or she is trying to do the same to you. It is the art of anticipating and preempting what others will do or how they will respond to your actions. And, just as important, it is the art of finding ways to cooperate with others, even when they are motivated by selfishness, not benevolence.

is filled with dozens of accounts from the worlds of business, politics, negotiations, sports, music, movies, and popular culture. Whether discussing strategies for losing weight or becoming a better bargainer, parent, tennis player, or eBay bidder, this entertaining narrative is rich with insight.

Fenn, Jackie ; Raskino, Mark

Mastering the hype cycle : how to choose the right innovation at the right time. - Boston : Harvard Business School Press, 2008. - 237 p.

ISBN: 978-1-4221-2110-8

Call n°: 360 FEN

It happens over and over again. Some innovation (a new product, a management trend) comes along that captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This "next big thing" promises to transform the companies that adopt it - and inflict great peril on those that don't. Then, when the innovation fails to deliver as promised immediately, everyone starts bailing out. Investments are wasted; stock prices plunge; disillusionment sets in. It doesn't have to be this way. In this book, the authors explain what drives this pattern and how your company can avoid its potential dangers. By understanding the hype cycle, you can ride it more skillfully - timing your investment decisions so that the innovations you adopt stand the best chance of succeeding in the long-term.

Thaler, Richard H. ; Sunstein, Cass R.

Nudge : improving decisions about health, wealth and happiness. - London : Penguin Books, 2009. - 305 p.

ISBN: 978-0-141-04001-1

Call n°: 360 THA

Every day we make decisions: about the things that we buy or the meals we eat; about the investments we make or our children's health and education; even the causes that we champion or the planet itself. Unfortunately, we often choose poorly. We are all susceptible to biases that can lead us to make bad decisions that make us poorer, less healthy and less happy. And, as the authors show, no choice is ever presented to us in a neutral way. By knowing how people think, we can make it easier for them to choose what is best for them, their families and society. Using dozens of eye-opening examples the authors demonstrate how to nudge us in the right directions, without restricting our freedom of choice. This text offers a unique new way of looking at the world for individuals and governments alike.

Barton, Laurence

Crisis leadership now : a real-world guide to preparing for threats, disaster, sabotage, and scandal. - New York : McGraw-Hill, 2008. - 346 p.

ISBN: 978-0-07-149882-1

Call n°: 370 BAR

This book offers concrete solutions for managing disruptive events—from industrial accidents and acts of violence to embezzlement, product recalls, and terrorism. The author takes you through his journey of advising senior executives on crisis events and examines: The characteristics that define a true crisis; Proven strategies to help you understand and respond to early warning signals; Ways to mitigate threatening situations; How to effectively communicate your decisions in a timely manner to employees, shareholders, customers, and other constituencies.

Charan, Ram

Leaders at all levels : deepening your talent pool to solve the succession crisis. - San Francisco : Jossey-Bass, 2008. - 172 p.

ISBN: 978-0-7879-8559-2

Call n°: 370 CHA

The author reveals what's wrong with corporate leadership development and tells how to make it right. He explains the concept of a leadership "gene pool" and shows how companies can discover just what "DNA" they need to succeed. He also details how to uncover the hidden leaders in a company, when and where to bring in fresh talent, how to coach, measure, and reward leadership, and much more. For CEOs, directors, and anyone involved in leadership development, this book is an eye-opening guide on how to get succession right.

Dive, Brian

The accountable leader : developing effective leadership through managerial accountability. - London : Kogan Page, 2008. - 260 p.

ISBN: 978-0-7494-5160-8

Call n°: 370 DIV

The book is centred around three themes – leadership, accountability and organizational structure, and highlights how most leadership related problems arise from the ineffectiveness of organisational structures that lack accountable jobs. Combining detailed

guidance and international case studies with proven insight and practical summaries, the book gives you an effective blueprint for successful leadership in your company. Practical and focused the book covers everything from reducing levels of management and levels of bureaucracy to differentiating behaviours and establishing clearly demarcated levels of accountability. The text provides readers with a robust platform for the assessment of potential leaders and leadership development - and demonstrates how clear accountability enables you and your managers to achieve much more for your organization.

Ginsberg, Rick ; Davies, Timothy Gray

The human side of leadership : navigating emotions at work. - Westport :

Praeger Publishers, 2007. - 142 p.

ISBN: 978-0-275-99132-6

Call n°: 370 GIN

All management decisions involve people and therefore have an emotional component. Given the ubiquitous nature of emotions as part of the human psyche, one would expect leaders and managers to be well trained and equipped to deal with emotions in the workplace. On the contrary, the emotional side of being a leader is largely ignored in formal and informal training programmes, often resulting in miscommunication between managers and their employees, and contributing to workplace stress. Though concepts such as "emotional intelligence" have entered the mainstream, systematic development of skills in managing emotions in the workplace have yet to emerge, and are often relegated to the "touchy-feely" end of the spectrum. This book argues that without acknowledging the powerful influence of emotions - their own as well as others' - managers are doomed to fail in their interactions with employees, peers, and bosses, and ultimately in their ability to manage and lead effectively. The authors introduce readers to the "emotional side of leadership" and demonstrate its positive effects on individual and organizational performance. They include interviews with managers in a variety of settings and present practical tools for honing emotional navigation skills and applying them toward decision making, problem solving, communication, feedback, and performance improvement.

Gurian, Michael ; Annis, Barbara

Leadership and the sexes : using gender science to create success in

business. - San Francisco : Jossey-Bass Publishers, 2008. - 233 p.

ISBN: 978-0-7879-9703-8

Call n°: 370 GUR

The authors bring together theory and practical ideas for corporations seeking new understanding of men and women in the workplace. In part 1, we learn about the science of the brain; while equally intelligent, men and women do show differences in brains, and as a result, men and women function differently. Part 2 uses specific tools for integrating gender into the workplace, including improving negotiating, communication, and conflict-resolution skills for both men and women as they work together. Part 3 evaluates how a company balances its male and female leaders, noting that attention to gender issues positively impacts financial results and leads to human capital gains.

Heifetz, Ronald A. ; Grashow, Alexander ; Linsky, Marty

The practice of adaptive leadership : tools and tactics for changing your organization and the World. - Boston : Harvard Business School Press, 2009. - 326 p.
ISBN: 978-1-4221-0576-4

Call n°: 370 HEI

This book is a hands-on, practical guide containing stories, tools, diagrams, cases, and worksheets to help you develop your skills as an adaptive leader, able to take people outside their comfort zones and assess and address the toughest challenges.

Jennings, Jason

Hit the ground running : a manual for new leaders. - New York : Portfolio, 2009. - 246 p.

ISBN: 978-1-59184-247-7

Call n°: 370 JEN

In this book, the author introduces America's best performing new CEOs who pulled off the most impressive transformations of the decade. They doubled revenues, more than tripled earnings per share, and doubled their company's net profit margins. After interviewing and analyzing the stories of these top leaders, he delivers their hard-earned, battle-tested strategies, which will inspire any new leader to take the helm and start delivering.

Kerr, Steven

Reward system : does yours measure up?. - Boston : Harvard Business School Press, 2009. - 136 p.

ISBN: 978-1-4221-19911-2

Call n°: 370 KER

It's one of the thorniest management problems around: dealing with unmotivated, low-performing employees. It's easy to point the finger of blame at them. But in most companies, it's the reward system, not the workforce, that's causing poor attitudes and performance: many reward systems actually discourage desired behaviors while rewarding the very actions that drive executives crazy.

Komives, Susan R. ; Wagner, Wendy

Leadership for a better world : understanding the social change model of leadership development. - San Francisco : Jossey-Bass Publishers, 2009. - 462 p.

ISBN: 978-0-470-44949-3

Call n°: 370 KOM

Positing that social change is at the heart of the leadership experience, this book answers the question of 'leadership for what purpose?' Grounded in student experiences, it includes student voices, stories, and contemporary case studies and provides a coherent set of guiding principles about how knowing oneself, meaningfully engaging with others, and adopting a systems perspective can promote the socially responsible leadership.

Maxwell, John C.

Leadership gold : lessons learned from a lifetime of leading. - Nashville : T. Nelson Publishers, 2008. - 256 p.

ISBN: 978-1-4002-8007-0

Call n°: 370 MAX

The author shares 26 nuggets of wisdom based on his nearly 40 years of leadership. A practical guide, complete with exercises and "mentoring moments," this collection offers a

blend of advice, professional wisdom and personal recollection. Each chapter provides insight into a specific aspect of effective management. He also covers some of the more challenging aspects of his topic: defining personal success, guarding against unrealistic thinking and determining why people quit.

Ulrich, David ; Smallwood, Norm ; Sweetman, Kate

The leadership code : five rules to lead by. - Boston : Harvard Business School Press, 2008. - 190 p.

ISBN: 978-1-4221-1901-3

Call n°: 370 ULR

What makes a great leader? The authors conducted interviews with a variety of CEOs, academics, experienced executives, and consultants - and heard the same five essentials repeated again and again. These five rules became this book.

Warner, Chris ; Schmincke, Don

High altitude leadership : what the World's most forbidding peaks teach us about success. - San Francisco : Jossey-Bass, 2009. - 210 p.

ISBN: 978-0-470-34503-0

Call n°: 370 WAR

Leadership is often a risky, lonely role possessing nearly unbearable lows and fleeting highs. Despite this emotionally and intellectually draining roller coaster, a handful of leaders deliver stunning results, with great consistency. They push past current leadership trends in order to achieve the most extremely challenging goals. They don't fall prey to the platitudes or clichés we see so often see in leadership theory. Instead, they succeed by recognizing and surviving the dangers that challenge them as they take themselves and their teams to higher levels. These rare individuals are those that the authors call High Altitude Leaders. In this book they show how to become that kind of leader. They present a new approach to leadership development, based on ground-breaking scientific research, field-tested under the most brutal conditions on the most difficult summits, and successfully applied in the training of executives, management teams, and entrepreneurs throughout the world.

Guttman, Howard M.

Great business teams : cracking the code for standout performance. - Hoboken : J. Wiley and Sons, 2008. - 239 p.

ISBN: 978-0-470-12243-3

Call n°: 380 GUT

The author examines and dissects teams at top-management, business-unit, and functional levels and isolates five key factors that drive team performance to offer you insight into the ways these teams achieve success. Using this book, go directly to the marketplace to scrutinize teams in a variety of industries, evaluating the challenges they face and the methods they choose to manage these challenges.

Mulgan, Geoff

The art of public strategy : mobilizing power and knowledge for the common good. - Oxford : Oxford University Press, 2009. - 306 p.

ISBN: 978-0-19-928964-6

Call n°: 390 MUL

The strategies adopted by governments and public officials can have dramatic effects on

peoples' lives. The best ones can transform economic laggards into trailblazers, eliminate diseases, or sharply cut crime. Strategic failures can result in highly visible disasters, like the shrinking of the Russian economy in the 1990s, or the aftermath of Hurricane Katrina in New Orleans in 2005.

This book is about how strategies take shape, and how money, people, technologies, and public commitment can be mobilized to achieve important goals. It considers the common mistakes made, and how these can be avoided, as well as analysing the tools governments can use to meet their goals, from targets and behavior change programs, to innovation and risk management.

This text is packed with examples, and shaped by the author's practical experience. The author shows that governments which give more weight to the long-term are not only more likely to leave their citizens richer, healthier, and safer; they're also better protected from being blown off course by short-term pressures.

The book is essential reading for anyone involved in running public organizations--from hospitals and schools to national government departments and local councils--and for anyone interested in how government really works.

4. Organisational behaviour and Personnel management

John, Stephen

Strategic learning and leading change : how global organizations are reinventing HR. - Amsterdam : Elsevier Butterworth-Heinemann, 2009. - 184 p.

ISBN: 978-0-7506-8288-6

Call n°: 410 STE

Using real-life examples that take in the intricacies of performance management, talent management and leadership development, the book shows business leaders how to improve strategy execution and interact with the board.

Cascio, Wayne F. ; Boudreau, John W.

Investing in people : financial impact of human resource initiatives. - Upper Saddle River : Pearson Education, 2008. - 324 p.

ISBN: 978-0-13-239411-6

Call n°: 410 CAS

The authors show exactly how to choose, implement, and use metrics to improve decision-making, optimize organizational effectiveness, and maximize the value of HR investments. You'll master crucial foundational principles such as risk, return, and economies of scale--and use them to evaluate investments objectively in everything from work/life programs to training. They also introduce powerful ways to integrate HR with enterprise strategy and budgeting and for gaining commitment from business leaders outside the HR function.

Colvin, Geoff

Talent is overrated : what really separates world-class performers from everybody else. - London : N. Brealey Publishing, 2008. - 228 p.

ISBN: 978-1-85788-519-4

Call n°: 410 COL

What if everything you know about raw talent, hard work, and great performance is wrong? Few, if any, of the people around you are truly great at what they do. But why aren't they? Why don't they manage businesses like Jack Welch or Andy Grove, play golf like Tiger Woods or play the violin like Itzhak Perlman? Asked to explain why a few people truly excel, most of us offer one of two answers: hard work or a natural talent. However, scientific evidence doesn't support the notion that specific natural talents make great performers. In one of the most popular Fortune articles in years, the author of this book offered new evidence that top performers in any field - from Tiger Woods and Winston Churchill to Warren Buffett and Jack Welch - are not determined by their inborn talents. Greatness doesn't come from DNA but from practice and perseverance honed over decades. And not just plain old hard work, but a very specific kind of work. The key is how you practice, how you analyze the results of your progress and learn from your mistakes, that enables you to achieve greatness. Now the author has expanded his article with much more scientific background and real-life examples. He shows that the skills of business negotiating deals, evaluating financial statements, and all the rest obey the principles that lead to greatness, so that anyone can get better at them with the right kind of effort. Even the hardest decisions and interactions can be systematically improved.

Goldsmith, Marshall

Succession : are you ready. - Boston : Harvard Business School Press, 2009. - 110 p.
ISBN: 978-1-4221-1823-8

Call n°: 410 GOL

A leader's greatest challenge can be knowing when it's time to step aside. A great deal has been written for corporate boards on the issue of succession planning. But most executives have few resources to help guide them through the process. In this book, the author offers candid advice on succession from the outgoing executive's perspective. From choosing and grooming a successor while sidestepping political minefields, to finally handing over responsibility, he walks you through each step in the succession process.

Sluis, Lidewey van der (Ed.) ; Bunt-Kokhuis, Sylvia van de (Ed.)

Competing for talent. - Assen : Van Gorcum, 2009. - 362 p.

ISBN: 978-90-232-4454-7

Call n°: 410 SLU

This text identifies the emerging role of attracting, retaining and developing talent in the 21st century organisation. It enables readers to develop a strategic understanding of the dynamics and the competitive advantage of the talent factor in modern business and society.

This book enables the reader to: - gather cutting-edge research insights to the growth of talent; - align the talent management process with the corporate strategy; - develop knowledge on global talent competition and mobility; - learn from worldwide best practices and cases in talent management; - reap the benefits of successful recruitment and retainment of talent; - link talent management with culture, leadership, and labour relations; - explore ways to redesign talent management in today's challenging market; - raise cultural awareness on talent diversity in the (digital) workplace.

Globalization, growing operational complexity, an aging workforce, scarcity of talent, and greater international workforce mobility made the competition for talent a business case.

Talent is the oil of the future and is the key to strategic success. Talent means all people in an organisation that contribute to its goals and competitive advantage.

Tulgan, Bruce

Not everyone gets a trophy : how to manage Generation Y. - San Francisco : Jossey-Bass, 2009. - 182 p.

ISBN: 978-0-470-25626-8

Call n°: 410 TUL

Based on more than a decade of research, "Not Everyone Gets a Trophy reframes Generation Y" (those born between 1978 and 1990) at a time when many employers are struggling to engage, develop, and retain them. The author declares that Generation Y is the most high-maintenance workforce in history, but he argues that they also have the potential to be the most high-performing workforce in history.

As he does in his seminars, the author presents poignant quotes from Gen Yers and those who manage them, putting the two perspectives in conversation throughout the book. This text does what no other study of Generation Y has done: - Debunks the fourteen most common myths about Generation Y in the workplace; - Shows managers how to tune-in to Gen Yers' "short-term and transactional" mindset; - Argues that the key to success is not trying to make the workplace "fun." Rather, the key is strong, highly engaged leadership. He devotes an entire chapter to what he calls "in loco parentis management." ; - Provides proven, step-by-step best practices for getting Gen Yers onboard and up-to-speed—giving them the context they lack, teaching them how to manage themselves and how to be managed, and turning the very best into new leaders. Not Everyone Gets a Trophy is the essential guide for winning the talent wars and managing Generation Y.

Allen, Mark (Ed.)

The next generation of corporate universities : innovative approaches for developing people and expanding organizational capabilities. - San Francisco : Pfeiffer, 2007. - 410 p.

ISBN: 978-0-7879-8655-1

Call n°: 411 ALL

The number of corporate universities around the globe continues to increase. The number of corporate universities around the globe continues to increase rapidly. But beyond sheer numbers, the significance of corporate universities lies in the ways that organizations are using their corporate universities strategically to help develop people and expand organizational capabilities. As corporations increasingly rely on their corporate universities as strategic tools, they have discovered innovative ways to move the organization forward.

Gregg, Samuel (Ed.) ; Stoner, James R. (Ed.)

Rethinking business management : examining the foundations of business education. - Princeton : Witherspoon Institute, 2008. - 220 p.

ISBN: 978-0-9814911-0-3

Call n°: 411 GRE

Two developments in the business world have brought to a head the crisis of ethics. On the one hand, against the backdrop of the astonishing success of global markets, major corporate scandals have raised concerns about integrity in business. At the same time, cultural and technological trends are questioning the philosophical assumptions about the human person upon which modern economics is based.

This book draws together the work of distinguished scholars and professionals from history, medicine, law, economics, theology, philosophy, and business management. This text offers new, person-centered perspectives on business management and business education for the 21st century.

Beginning with an examination of the theoretical foundations of business in relation to the human person and to social life as a whole, the book moves on to explore questions of ethics in the management of both public and private social institutions. It concludes with reflections on how the study of ethics in the modern business curriculum might be enhanced, suggesting new ways to think about ethics and to foster habits of moral reflection among business students.

Innovative ideas explored in this book include: - Effective management must be based on sound business science and robust ethical and anthropological conceptions of human flourishing; - Profit is an essential and indispensable element of success in business, and needs to be grounded in a broader understanding of human flourishing in business; - Cultivating an understanding of the moral life in business requires more than rules; - Developing virtuous character is needed to protect and promote human fulfillment rather than simply making business life more predictable.

Reeves, Richard ; Knell, John

The 80 minute MBA : everything you'll never learn at Business School. -

London : Headline Publishing Group, 2009. - 154 p.

ISBN: 9780755318902

Call n°: 411 REE

A traditional MBA is for either the time-rich, very wealthy or lucky few with a generous corporate sponsor. So what happens if you want to get a hit of high-quality business inspiration without spending two years back at school? This book is the gateway to fresh thinking, in less time than it takes a standard meeting to get past coffee and biscuits. The MBA-in-a-box book is old hat. Managers need the encouragement to think differently, not

in the same straight lines. This book is an injection of inspiration, creative thinking and dynamic approaches which will help the reader see the world of business differently.

Jaffe, Eugene D. ; Hilbert, Stephen

Barron's GMAT : graduate management admission test. - Hauppauge : Barron's Educational Series, 2009. - 488 p.
15th ed.

ISBN: 978-0-7641-3993-2

Call n°: 430 JAF

The aim of this study guide is to assist students planning to take the official Graduate Management Admission Test. It tries to help them to become familiar with the material they will encounter on the exam.

Becker, Brian E. ; Huselid, Mark A. ; Beatty, Richard W.

The differentiated workforce : transforming talent into strategic impact. -

Boston : Harvard University Press, 2009. - 242 p.

ISBN: 978-1-4221-0446-0

Call n°: 450 BEC

Do you think of your company's talent as an investment to be managed like a portfolio? You should, according to authors if you're interested in strategy execution. Many companies fall into the trap of spending too much time and money on low performers, while high performers aren't getting the necessary resources, development opportunities, or rewards. In this book, the authors expand on their previous books, "The HR Scorecard" and "The Workforce Scorecard", and recommend that you manage your workforce like a portfolio - with disproportionate investments in the jobs that create the most wealth. Based on two decades of academic research and experience working with hundreds of executives, this text gives you the tools to translate your talent into strategic impact.

Enough. : true measures of money, business, and life. - Hoboken : J. Wiley and Sons, 2009. - 276 p.

ISBN: 978-0-470-39851-7

Call n°: 810 BOG

This book offers the author insights on money, the values we should emulate in our business and professional callings, and what we should consider as the true treasures in our lives. It will help you discover what it really means to have "enough" and how close you are to really having it.

Gladwell, Malcolm

Outliers : the story of success. - London : Allen Lane, 2008. - 309 p.

ISBN: 978-1-846-14121-8

Call n°: 810 GLA

In this book, the author takes readers on an intellectual journey through the world of "outliers" - the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different? His answer is that we pay too much attention to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. Along the way he explains the secrets of software billionaires, what it takes to be a great soccer player, why Asians are good at math, and what made the Beatles the greatest rock band.

Brafman, Ori ; Brafman, Rom

Sway : the irresistible pull of irrational behaviour. - London : Virgin Books, 2009. - 206 p.

ISBN: 978-0-7535-1682-9

Call n°: 820 BRA

Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In this book, the authors answer all these questions and more.

Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, this text reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us).

This book introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics.

Hansen, Morten T.

Collaboration : how leaders avoid the traps, create unity, and reap big results.

- Boston : Harvard Business School Press, 2009. - 231 p.

ISBN: 978-1-4421-1515-2

Call n°: 820 HAN

In this book, the author shows managers how to get collaboration right through "disciplined collaboration" and set of tools to: assess when -and when not- to pursue collaboration across units to achieve goals; identify and overcome the four barriers to collaboration; get people to buy into the larger picture, even when they own only a small piece of it; be a "T-Shaped Manager," collaborating across divisions while still working deeply in your own unit; create networks across the organization that are not large, but nimble and effective.

Jacobs, Charles S.

Management rewired : why feedback doesn't work and other surprising lessons from the latest brain science. - New York : Portfolio, 2009. - 216 p.

ISBN: 978-1-59184-262-0

Call n°: 820 JAC

Businesspeople are taught to make decisions with facts and logic and to avoid emotional bias. But according to the latest research, we almost never decide rationally, despite thinking that we do. Our experiences carry an emotional charge, encoded in the synapses of our neurons. And when we try to deny what our emotions tell us, we lose what we've learned from the past. That's just one of many recent discoveries that help explain why management is so challenging. As the author explains, much of the conventional wisdom taught to managers is not only inadequate, it produces the opposite of what is intended. The better path is frequently counterintuitive.

For example, it turns out that pay doesn't really drive performance. When we do work that's inherently engaging, the neurotransmitter dopamine is released, creating feelings of pleasure not unlike a cocaine high. But when we work primarily for money, the dopamine

isn't triggered and it's harder to stay motivated.

Once we understand the lessons of neuroscience, we can create more effective strategies, inspire people to maximize their potential, and overcome the biggest hurdle to improving business performance-making change stick.

Leibner, Josh ; Mader, Gershon ; Weiss, Alan

The power of strategic commitment : achieving extraordinary results through total alignment and engagement. - New York : American Management Association, 2009. - 265 p.

ISBN: 978-0-8144-1374-6

Call n°: 820 LEI

Even the most well thought out initiatives will fail without true employee ownership, accountability, and engagement. Yet most managers and executives don't have a clear system for ensuring the support they need from those around them. This book helps readers improve their strategic processes by enlisting the support of managers, employees, boards, suppliers, investors, and others. The book outlines the key factors that determine commitment, providing powerful ways to build buy-in that cost nothing. Readers will discover how to: - continuously measure buy-in; - involve everyone in creating their own piece of a larger organizational future; - tailor commitment strategies for individual employees; - keep everyone on the road to achieving stated goals; - create a commitment-inspiring rewards system; - hire fully-engaged talent.

This book provides practical methods for getting everyone behind the kind of important organizational actions that drive results.

Littman, Jonathan ; Hershon, Marc

I hate people! : kick loose from the overbearing and underhanded jerks at work and get what you want out of your job. - New York : LittleBrown, 2009. - 263 p.

ISBN: 978-0-316-03229-2

Call n°: 820 LIT

The authors offer a guide for surviving corporate life, flush with nomenclature for specific types of exasperating co-workers, such as the Stop Sign, who always has a reason your idea won't work, or the Bulldozer, who bullies his projects through the system.

Mariotti, John L.

The complexity crisis : why too many products, markets, and customers are crippling your company - and what to do about it. - Avon : Platinum Press, 2008. - 236 p.

ISBN: 978-1-59869-214-3

Call n°: 820 MAR

Many companies today are in crisis. In the quest to grow their business in flat or declining markets, they have created dozens of new products and services while increasing their customer, vendor, and marketplace relationships. But even as top-line revenues go up, this rising tide of complexity is drowning bottom-line profits.

This book shows you how to streamline your business for greatest efficiency, effectiveness, and profitability. You'll learn how to: - Target complexity in your organization and reduce or eliminate it; - Build a simple, effective corporate structure; - Add value to your business by avoiding complexity traps.

In this book, the author shows you how to evaluate your cost and management systems so you can clear away complexity--and conquer your competition.

Kegan, Robert ; Lahey, Lisa Laskow

Immunity to change : how to overcome it and unlock potential in yourself and your organization. - Boston : Harvard Business School Press, 2009. - 340 p.

ISBN: 978-1-4221-1736-1

Call n°: 821 KEG

A study showed that when doctors tell heart patients they will die if they don't change their habits, only one in seven will be able to follow through successfully. Given that the status quo is so potent, how can we change ourselves and our organizations? The authors show how our individual beliefs - along with the collective mind-sets in our organizations - combine to create a natural but powerful immunity to change.

Malone, Michael S.

The future arrived yesterday : the rise of the protean corporation and what it means for you. - New York : Crown Business, 2009. - 295 p.

ISBN: 978-0-307-40690-3

Call n°: 821 MAL

The author surveys the growing virtualization of the workplace and the dismantling of traditional organizational structures to argue that we need ways of thinking about organizations that reflect the changing reality of the people who are part of them. The solution, he asserts, is the protean corporation, distinguished by its ability to constantly restructure itself to changing circumstances and new opportunities. Praising such corporations as Google, Wikipedia and the U.S. Army, the author contends that these early-stage shape-shifters behave like perpetual entrepreneurial startups, continuously changing their form, direction and identity. He also examines the historical, technological and entrepreneurial evolution of the corporation and envisions the structure, behavior and impact of numerous protean organizations on the American economy and culture.

Luecke, Richard ; Katz, Ralph (Ed.)

Innovator's toolkit : 10 practical strategies to help you develop and implement innovation. - Boston : Harvard Business Press, 2009. - 272 p.

ISBN: 978-1-4221-9990-9

Call n°: 830 KAT

What are the types of innovation? How can you generate creative ideas for your business? How can you move from ideas to unleashing your innovation to the market? How can you combine your innovation with a strategic plan to move your company forward?

Get these questions answered with jargon-free, useable, practical tools and advice. This book offers you field-tested techniques and tips to ensure the successful development and implementation of your innovation.

Topics Include: - Moving innovation to the market; - Making strategic, innovative moves and placing strategic bets; - Using projects to drive innovation to market.

Back, Ken ; Back, Kate

Assertiveness at work : a practical guide to handline awkward situations. -

London : McGraw-Hill Publishing, 2005. - 207 p.

3rd ed.

ISBN: 978-007711428-2

Call n°: 841 BAC

A self-training book designed to meet managers' needs for work situation applications. The authors introduce ideas of assertiveness and provide practical suggestions for developing assertiveness in a range of familiar situations, in a way that minimises conflict and stress.

Berg, Karen

Loud and clear : 5 steps to say what you mean and get what you want. -

Franklin Lakes : Career Press, 2008. - 223 p.

ISBN: 978-1-56414-987-9

Call n°: 841 BER

This book is essential for everyone who needs to know how to get what he or she wants from anyone. Whether you need to get a message through to an employer, team, committee, your staff, your neighbour, teacher, student, or spouse, this book will show you how to get their attention by: - Using your head. Before you even think about opening your mouth, you need to think long and hard about the person you want to influence and how to say what you want; - Connecting with your listener(s). The author will show you how to establish chemistry and intimacy with your listeners--from an individual to a stadium-sized audience--to make them want to listen to you; - Keeping their interest. Why "soft" communication, such as story-telling and picture-painting, are important devices and how to use them effectively. Plus, how to avoid the dreaded "drone factor."; - Saying it right. Speech and body language techniques make a lasting impression; - Anticipating and overcoming the negatives. How to recognize disaster before it strikes, and handle it when it does.

Each chapter also features a topic-specific "plan of attack," plus plenty of client stories, checklists, worksheets, and quizzes.

Malhotra, Deepak ; Bazerman, Max H.

Negotiation genius : how to overcome obstacles and achieve brilliant results at the bargaining table and beyond. - New York : Bantam Books, 2007. - 343 p.

ISBN: 978-0-553-38411-6

Call n°: 841 MAL

Whether you've "seen it all" or are just starting out, this book will dramatically improve your negotiating skills and confidence. Drawing on decades of behavioral research plus the experience of thousands of business clients, the authors take the mystery out of preparing for and executing negotiations - whether they involve multi-million dollar deals or improving your next job offer.

What sets negotiation geniuses apart? They are the men and women who know how to: - Identify negotiation opportunities where others see no room for discussion; - Discover the truth even when the other side wants to conceal it; - Negotiate successfully from a position of weakness; - Defuse threats, ultimatums, lies, and other hardball tactics; - Overcome resistance and "sell" proposals using proven influence tactics; - Negotiate ethically and create trusting relationships—along with great deals; - Recognize when the best move is to walk away.

Misner, Ivan R.

The 29% solution : 52 weekly networking success strategies. - Austin :

Greenleaf, 2008. - 286 p.

ISBN: 978-1-929774-54-8

Call n°: 841 MIS

In many ways, success at networking is the uncommon application of common knowledge. Most people understand that networking is important to their success - they just lack a step-by-step process to get the results they want. Almost no one really implements a comprehensive methodology that will build a business through networking. Thus, the need to network is 'common knowledge', and the development of the methodology required to be successful at it is the 'uncommon application'. By reading this book, you will experience the true essence and meaning of networking. This text gives you the answers to two

conflicting questions that a business owner or salesperson faces every day: How can I tend to my existing clients while at the same time network for new business? and, should I place higher value on my current clients or on new clients?

Movius, Hallam ; Susskind, Lawrence

Built to win : creating a world-class negotiating organization. - Boston : Harvard Business School Press, 2009. - 212 p.

ISBN: 978-1-4221-1047-8

Call n°: 841 MOV

In this book, the authors argue that negotiation must be a strategic core competency. They provide a step-by-step model for building organizational competence. They show why the approach of training and more training is a weak strategy. They also describe the organizational barriers that so often plague even experienced negotiators, and recommend ways of overcoming them. This book explains the crucial role that leaders must play in setting goals, aligning incentives, pinpointing metrics, and supporting learning platforms to promote long-term success.

Roam, Dan

The back of the napkin : solving problems and selling ideas with pictures. -

London : Marshall Cavendish, 2009. - 278 p.

ISBN: 978-0-462-09947-7

Call n°: 841 ROA

The premise behind this book is simple: anybody with a pen and a scrap of paper can use visual thinking to work through complex business ideas. The author begins with a watershed moment: asked, at the last minute, to give a talk to top government officials, he sketched a diagram on a napkin. The clarity and power of that image allowed him to communicate directly with his audience. From this starting point, he has developed a remarkably comprehensive system of ideas. Everything in the book is broken down into steps, providing the reader with tools and rules to facilitate picture making. There are the four steps of visual thinking, the six ways of seeing and the SQVID— a clumsy acronym for a full brain visual work out designed to focus ideas.

Shell, Richard G. ; Moussa, Mario

The art of woo : using persuasion to sell your ideas. - Chichester : Capstone, 2008. - 312 p.

ISBN: 978-1-906-46522-3

Call n°: 841 SHE

The authors offer a self-assessment to determine which persuasion role fits readers best and how they can make the most of their natural strengths. They also share vivid stories from their experiences advising thousands of leaders, and stories about famous people like John D. Rockefeller, Andrew Carnegie, Andy Grove, and Bono. Whether introverted or extroverted, competitive or collaborative, intellectual or practical, this book strengthens persuasion skills for readers in business, academia, and other fields involving the use of influence.

Weeks, Holly

Failure to communicate : how conversations go wrong and what you can do to right them. - Boston : Harvard Business School Publishing, 2008. - 240 p.

ISBN: 978-1-57851-899-9

Call n°: 841 WEE

Your stomach's churning; you're hyperventilating - you're in a badly deteriorating conversation at work. Such exchanges, which run the gamut from firing subordinates to parrying verbal attacks from colleagues, are so loaded with anger, confusion, and fear that most people handle them poorly: they avoid them, clamp down, or give in.

But dodging issues, appeasing difficult people, and mishandling tough encounters all carry a high price for managers and companies - in the form of damaged relationships, ruined careers, and intensified problems.

In this book, the author shows how to master the combat mentality, emotional maelstrom, and confusion that poison difficult conversations. Using proven techniques paired with detailed real-life examples, the author equips you with the strategies and practices you need to transform even the toughest conversations.

5. Production and Operations management

Mieghem, Jan A. van

Operations strategy : principles and practice. - Belmont : Dynamic Ideas, 2008. - 466 p.

ISBN: 0-9759146-6-9

Call n°: 510 MIE

This book provides a unified framework for operations strategy. It shows how to tailor the operational system to maximize value and competitive advantage. Conceptual thinking and financial optimization yield guidelines for implementation. This dual emphasis on principles and practice is reflected by analytical models that are illustrated with detailed examples and a dozen case studies of real business situations.

Arnold, J. R. Tony ; Chapman, Stephen N. ; Clive, Lloyd M.

Introduction to materials management. - Upper Saddle River : Pearson Education, 2008. - 515 p.

6th ed.

ISBN: 978-0-13-242550-6

Call n°: 540 ARN

This book is an introductory text that describes the basics of supply chain management, manufacturing planning and control systems, purchasing, and physical distribution.

Sheffi, Yossi

The resilient enterprise : overcoming vulnerability for competitive advantage. - Cambridge : MIT Press, 2007. - 338 p.

ISBN: 978-0-262-69349-3

Call n°: 540 SHE

Stories from Nokia, Dell, UPS, Toyota, and other companies show how firms can reduce their vulnerability to high-impact disruptions, from earthquakes to strikes, from SARS to terrorism, and use them for competitive advantage. What happens when fire strikes the manufacturing plant of the sole supplier for the brake pressure valve used in every Toyota? When an earthquake in Taiwan shuts down chip manufacturers for Dell and Apple? When the U.S. Pacific ports are shut down during the Christmas rush? When terrorists strike? In this book, the author shows that companies' fortunes in the face of such business shocks depend more on choices made before the disruption than they do on actions taken in the midst of it. He shows how companies can build in flexibility throughout their supply chains, based on proven design principles and the right culture--balancing security, redundancy, and short-term profits. And he shows that investments in resilience and flexibility not only reduce risk but create a competitive advantage in the increasingly volatile marketplace. The author describes the way companies can increase security - reducing the likelihood of a disruption - with layered defences, the tracking and analysis of "near-misses," fast detection, and close collaboration with government agencies, trading partners, and even competitors. But the focus of the book is on resilience - the ability to bounce back from disruptions - by building in redundancy and flexibility. For example, standardisation, modular design, and collaborative relationships with suppliers (and other stakeholders) can help create a robust supply chain. And a corporate culture of flexibility - with distributed decision making and communications at all levels - can create a resilient enterprise. The author provides tools for companies to reduce the vulnerability of the supply chain they live in. And along the way he tells the stories of dozens of enterprises, large and small, including Toyota, Nokia, General Motors,

Zara, British Telecom, Land Rover, Chiquita, Aisin Seiki, Southwest Airlines, UPS, Johnson and Johnson, Intel, Amazon.com, the U.S. Navy, and others, from across the globe. Their successes, failures, preparations, and methods provide a rich set of lessons in preparing for and managing disruptions.

Harvard business school press

Executing innovation : expert solutions to everyday challenges. - Boston :

Harvard Business School Press, 2009. - 94 p.

ISBN: 978-1-4221-2881-7

Call n°: 560 HAR

Ideas are not enough. Successful innovation requires real-life execution from start to finish: This book helps you move your initiatives forward by showing you how to: Develop a motivations vision statement; Identify stakeholders and build a strong business case; Overcome explicit and hidden resistance to change; Maintain the momentum around your project.

6. Marketing

Kotler, Philip ; Keller, Kevin Lane

Marketing management. - Harlow : Pearson Prentice Hall, 2009. - 889 p.

1st European ed.

ISBN: 978-0-273-71856-7

Call n°: 610 KOT

The American edition of Marketing Management is the world's leading marketing text because its content and organization consistently reflect changes in marketing theory and practice . This European Edition of Marketing Management has been inspired by the American edition and explores the challenges facing European marketing practitioners, with all the case studies and exercises newly re-written for European students.

Schultz, Mike ; Doerr, John E.

Professional services marketing how the best firms build premier brands, thriving lead generation engines, and cultures of business development success. - Hoboken : J. Wiley and Sons, 2009. - 332 p.

ISBN: 978-0-470-43899-2

Call n°: 610 SCH

In the old days, professional service firms could survive without much marketing effort. Put together a team of good people, deliver strong service to clients, and you might get by just fine on repeat business and client referrals. For many, those days are gone. While repeat business and referrals are still necessary to grow, they're no longer enough to succeed. You need smart, effective marketing and a culture of business development success to bring in a steady stream of clients to grow your business. This text gives you the field-tested, research-based approaches and tactics your organization needs to succeed. It helps you sort the wheat from the chaff among the many and varied marketing strategies and tactics, allowing you to make the best possible decisions for you and your business while avoiding the common mistakes unique to professional services firms.

The book covers five key areas your firm can't grow without: - Creating a customized marketing and growth strategy based on what will really work for your firm; - Establishing a brand and reputation that leads to market leadership, frustrated competitors, and happy clients (and more of them); - Implementing a marketing communications program that will keep your firm front and center in decision-makers' minds; - Developing a lead generation strategy that brings in more new clients than you will know what to do with; - Winning new clients by developing rainmakers and a culture of business-development hustle, passion, intensity, and success.

This book includes case studies that illustrate the successes and failures of other firms, as well as firsthand stories from well-respected industry professionals. It helps you make the right decisions about what to do, what to spend, and how to place key people in the right roles to maximize their time and energy. Plus, it will help you avoid dreaded mistakes that lead to unproductive marketing efforts and keep you up to date on the latest thinking in the industry.

Cahill, Jonathan

Igniting the brand : strategies that have shot brands to success. - London : Marshall Cavendish, 2008. - 176 p.

ISBN: 978-1-904879-09-1

Call n°: 620 CAH

Based on the Advertising Effectiveness Awards, which is the broadest and most respected awards organization in the advertising world, this book provides the key lessons and inspirations derived from the top marketing campaigns and strategies of the past 25 years. The Advertising Effectiveness Awards requires its winners to demonstrate a clear causal link between the marketing strategy, together with its articulation in advertising, and ultimately success of the product/service in the marketplace. Therefore, there is no other source of such rigour. By examining and synthesizing the case studies submitted by the winners, the author presents an invaluable study of what it takes to create a successful marketing campaign. The lessons and cases come from all over the world. Not only will they offer great marketing advice, but also will surprise many readers at how some companies managed to achieve such success.

Trout, Jack

In search of the obvious : the antidote for today's marketing mess. - Hoboken :

J. Wiley and Sons, 2008. - 208 p.

ISBN: 978-0-470-28859-7

Call n°: 620 TRO

The search for any marketing strategy is the search for the obvious.

We are in an era of killer competition. Category after category is perceived as a commodity. This fact is the central reason the critically important function of marketing is such a mess. It's also why the average chief marketing officer barely lasts beyond two years in the job.

In this book the author clears up the confusion that surrounds the marketing profession. Instead of focusing on segmentation or customer retention or search engine optimization or data mining, marketers should be searching for that simple, obvious differentiating idea. Marketers not looking for the obvious had better have a very low price.

*This search should begin with what the author considers the best book ever written on marketing—even though it was published in 1916 and isn't about marketing. Entitled *Obvious Adams: The Story of a Successful Business Man*, it lays out the five tests of an obvious idea that will lead you to the right marketing strategy for any product.*

But this text goes beyond the obvious by laying out what gets in the way of this search. Things like the Internet, advertising people, marketing people, Wall Street, research, even the future. These are all huge distractions that keep marketers from their most important task: differentiating their products.

To bring these principles for finding the obvious to life, the author finds obvious solutions to today's troubles for the likes of GM, Coke, Wal-Mart, newspapers, and the bewildering beer business. The fundamental problem is that effective marketing is both complicated and extremely simple—so simple that professional marketers overlook the most obvious and effective ideas entirely, in an attempt to be clever or creative. But if an idea is obvious to you, it will be obvious to your customers—which is why it will work.

Bhargava, Rohit

Personality not included : why companies lose their authenticity - and how great brands get it back. - New York : McGraw-Hill, 2008. - 300 p.

ISBN: 978-0-07-154521-1

Call n°: 640 BHA

The age of the faceless corporation is over. In the new business era of the twenty first century, great brands and products must evoke a dynamic personality in order to attract passionate customers. Although many organizations hide their personality behind layers of packaged messaging and advertising, the author of this book counters that philosophy and illustrates how successful businesses have redefined themselves in the new customer universe.

This text is a powerhouse resource packed with bold new insights that show you how to shed the lifeless armor of your business and rediscover the soul of your brand. Sharing stories from the ethos of the world's weirdest city, to how Manga has taken the comic book industry by storm, to showcasing brands like Intel, Boeing, ING, and Dyson, the author shows you why personality matters from the inside out.

In Part One, you'll be introduced to the key components to building a personality and learn how to:- Recognize the greatest myth that most marketers blindly follow, and how to get past it ; - Use the "UAT Filter" to understand the personality of your organization and products in order to develop a communication strategy that drives your marketing; - Create your company's "marketing backstory" using techniques pioneered by Hollywood screenwriters; - Harness the influence of "accidental spokespeople" and use it to your advantage; - Navigate the roadblocks of using personality that come from bosses, peers, investors, and lawyers, without getting fired or flamed; - Pinpoint and capitalize on the moments where personality can make a difference

Part Two is packed with guides, tools, and techniques to help you flawlessly implement your plan. It features practical, step-by-step lessons that help you effectively move from theory to action, and includes a valuable collection of guides, checklists, question forms, printable resources, and more.

Brogan, Chris ; Smith, Julien

Trust agents : using the web to build influence, improve reputation, and earn trust. - Hoboken : J. Wiley and Sons, 2009. - 271 p.

ISBN: 978-0-470-74308-9

Call n°: 640 BRO

There's no question that the Internet has changed the way we do business -especially when it comes to marketing. Consumer environments are short on trust and populated by consumers who are cynical, savvy, and informed. Though it's easier than ever to reach your customers, it's less likely that they'll listen. Today, the most valuable online currency isn't the dollar, but trust itself.

At the same time, social networks and personal connections have far more influence on consumers than your marketing messages ever will -unless your business knows how to harness them. In this book, the authors show you how to tap into the power of these networks to build your brand's influence, reputation, and profits.

Trust agents aren't necessarily marketers or salespeople; they're the digitally savvy people who use the Web to humanize businesses using transparency, honesty, and genuine relationships. As a result, they wield enough online influence to build up or bring down a business's reputation. This book will show you how to build profitable relationships with trust agents, or become one yourself.

Gerzema, John ; Lebar, Ed

The brand bubble : the looming crisis in brand value and how to avoid it. - San Francisco : Jossey-Bass, 2008. - 252 p.

ISBN: 978-0-470-18387-8

Call n°: 640 GER

Companies today face a dilemma in marketing. The tried-and-true formulas to create sales and market share behind brands are becoming irrelevant and losing traction with consumers. In this book, the authors offer credible evidence - drawn from a detailed analysis of a decade's worth of brand and financial data using Y&R's Brand Asset Valuator (BAV), the largest database of brands in the world - that business is riding on yet another bubble that is ready to burst - a brand bubble. While most managers still see metrics like trust and awareness as the backbone of how brands are built, the authors asserts they're dead wrong - these metrics do not add to increased asset value. In fact, by following them, they actually hasten the declining value of their brands. Using a five-stage model, this book reveals how today's successful brands have an insatiable appetite for creativity and change. These brands offer consumers a palpable sense of movement and direction thanks to a powerful "energized differentiation."

Lindstrom, Martin

Buyology : how everything we believe about why we buy is wrong. - London : Random House, 2009. - 240 p.

ISBN: 978-1-847-94013-1

Call n°: 640 LIN

Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising may have been banned, but it's being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings of the author's groundbreaking study of what really makes consumers tick. Convinced that there is a gulf between what we believe influences us and what actually does, he set up a highly ambitious research project that employed the very latest in brain-scanning technology and called on the services of some 2000 volunteers. This book shares the fruits of this research, revealing for the first time what actually goes on inside our heads when we see an advertisement, hear a marketing slogan, taste two rival brands of drink, or watch a programme sponsored by a major company. The conclusions are both startling and groundbreaking, showing the extent to which we deceive ourselves when we think we are making considered decisions, and revealing factors as varied as childhood memories and religious belief that come together to influence our decisions and shape our tastes.

Wang, Jing

Brand new China : advertising, media, and commercial culture. - Cambridge : Harvard University Press, 2008. - 411 p.

ISBN: 978-0-674-02680-3

Call n°: 641 WAN

This book offers a detailed, penetrating, and up-to-date portrayal of branding and advertising in contemporary China. The author takes us inside an advertising agency to show the influence of American branding theories and models. She also examines the impact of new media practices on Chinese advertising, deliberates on the convergence of grassroots creative culture and viral marketing strategies, samples successful advertising campaigns, provides practical insights about Chinese consumer segments, and offers methodological reflections on pop culture and advertising research.

Godin, Seth

Meatball sundae : how new marketing is transforming the business world (and how to thrive in it). - London : Piatkus Publishers, 2007. - 232 p.

ISBN: 978-0-7499-2948-0

Call n°: 650 GOD

What is a meatball sundae? It's something messy, disgusting and ineffective, the result of combining two perfectly good things that don't go together. Meatballs are the basic staples, the things people need, the stuff that used to be marketed quite well with TV and other mass market techniques. The topping is new marketing: MySpace, websites, YouTube, and all of the magic that CEOs wish would shine atop their companies. The problem? New marketing is lousy at selling meatballs. When confronted with the myriad opportunities presented by new marketing, people usually ask 'How can we make this stuff work for us?' This, as the author explains in his remarkable new book, is exactly the wrong question. Mapping out 14 trends that are completely remaking what it means to be a marketer - and by extension transforming what we make and how we make it - the author shows how the question for any thriving 21st century business must be: 'How can we alter our business to become an organization that thrives on new marketing?'

Alexander, Greg ; Bartels, Aaron ; Drapeau, Mike

Making the number : how to use sales benchmarking to drive performance. -

New York : Portfolio, 2008. - 30 p.

ISBN: 978-1-59184-217-0

Call n°: 680 ALE

Numbers don't lie: 40 percent of all salespeople miss their targets each year. How can sales managers ensure their teams are doing everything possible? The key lies in benchmarking, which is not new for finance or manufacturing but rarely gets applied to sales. This book will teach executives to embrace data-driven decision making and rely less on gut instinct.

Comparing a sales force to those of relevant peers leads to many opportunities to improve performance. The authors take readers through their five-step methodology for sales benchmarking, showing how to select metrics; gather, compute, and compare internal and external data; and then actually use the data.

This text includes case studies of sales benchmarking in action. For example, find out how Discover Financial Services plays David to the Goliaths of MasterCard and Visa.

Anyon, Greg

Zero to hero : seven steps to revolutionize your sales. - London : Marshall

Cavendish, 2010. - 211 p.

ISBN: 978-0-462-09951-4

Call n°: 680 ANY

As a sales person you've been around the block; you know your job, and your skills are pretty sharp. If you're a sales leader you run a team of people who know what they're doing they get results! But every once in a while you scratch your head and think: How do I make the next big leap in my sales figures? Where do I get a REALLY big gain from? This book is a reinvigoration of everything you ever knew about selling. It is designed specifically to help you take big leaps. It will equip any sales person with razor-sharp process, methodology, skills, techniques and invaluable sales perspective. The author has identified seven key areas in selling that directly governs success or failure. Improving just one of these areas will shorten the sales cycle and accelerate the sale. Become accomplished in all seven areas and an average sales person becomes a high performance hero.

Gatehouse, Derek

The perfect salesforce : the 6 best practices of the world's best sales teams. -

New York : Portfolio, 2007. - 274 p.

ISBN: 978-1-59184-178-4

Call n°: 680 GAT

To identify what makes a top-producing salesperson - the kind who sells four times more than everyone else - and why some sales teams have a high percentage of top producers, the author of this book interviewed more than two thousand executives in many different industries. His findings challenge the conventional wisdom about hiring, training, managing, and rewarding a sales team.

The author has tested virtually every personality assessment tool, sales process, training methodology, and management system available, only to conclude that the vast majority of those systems don't raise performance in a lasting way. Instead, the world's greatest sales teams share six simple but critical practices. For instance, they all: - Hire for talent, not skill or even experience; - Blend positive and negative motivators; - Measure results instead of micromanaging process

The book features dozens of anecdotes and clear lessons for any company seeking dramatic improvement in its sales performance.

Zoltners, Andris A. ; Sinha, Prabhakant ; Lorimer, Sally E.

Building a winning sales force : powerful strategies for driving high performance. -

New York : American Management Association, 2009. - 486 p.

ISBN: 978-0-8144-1040-0

Call n°: 680 ZOL

A high-performance sales force is one of the most critical components of any successful organization. But it is also a complex organism that is difficult to understand - and therefore extremely challenging to develop and lead. With this book as your guide, you will learn the changes to implement now that will immediately enhance the performance of all your sales professionals while also building new customer relationships, and, of course, driving your top and bottom line results - all without disrupting your current sales progress.

7. Finance and Accounting

Coggan, Philip

Guide to hedge funds : what they are, what they do, their risks, their advantages. - London : Economist Newspaper ; London : Profile Books, 2008. - 152 p.
ISBN: 978-1-84668-055-7

Call n°: 710 COG

This handbook offers a concise, highly readable introduction to the controversial subject of hedge funds. The author demystifies these complex, generally unregulated investment vehicles. He identifies the major hedge-fund investment styles, lists some of the most important hedge funds and explains how they work. He elucidates some of the darker corners of the hedge-fund world, providing one of the most comprehensible accounts yet written of its risks and regulatory challenges.

Leleux, Benoît F. (Ed.) ; Lavoie Orlick, Anouk (Ed.)

Investing private capital in emerging and frontier market small and medium enterprises (SMEs) : 2nd Geneva private capital symposium. - Lausanne : International Institute for Management Development ; Washington : International Finance Corporation, 2009. - 232 p.
ISBN: 978-2-8399-0568-8

Call n°: 720 LEL

The 2nd Geneva Private Capital Symposium focuses on Small and Medium Enterprise (SME) investment in emerging markets as a viable and often overlooked investment option. The Symposium makes the business case for investing private capital in emerging and frontier market SMEs. It showcases today's leading investment vehicles and business models for SME financing and prove how such vehicles are making it easier to invest in this segment.

Lerner, Josh ; Hardymon, Felda ; Leamon, Ann

Venture capital and private equity : a casebook. - Chichester : J. Wiley and Sons, 2009. - 545 p.
4th ed.

ISBN: 978-0-470-22462-5

Call n°: 720 LER

*This book presents a collection of real world cases-supplemented by detailed industry notes-that explore the exciting and dynamic world of venture capital and buyout funds. The organization mirrors that of the venture capital/private equity process itself: * The first part explores the raising and structuring of private equity funds, as well as the perspective of investors. * The second part explores the selection, oversight, and adding value to firms-the 'heart' of the private equity cycle. * The third part describes how private equity groups reap attractive returns from successful investments. * The final section explores the emerging efforts to translate the private equity model into other settings, such as corporate venturing programs.*

Mikdashi, Zuhayr ; Leleux, Benoît F. ; Hayesm Samuel L.

Progress-driven entrepreneurs, private equity finance and regulatory issues. -

Houndmills : Palgrave MacMillan, 2010. - 195 p.

ISBN: 978-0-230-51498-0

Call n°: 720 MIK

Durable business performance is crucially dependent on a stakeholders' strategy and accessible entrepreneurial finance available within macro-economic and regulatory environments. These reflections on issues and policies of progress are mainly concerned with enabling entrepreneurial risk-takers to operate within an optimal business environment.

Heskett, James L. ; Sasser, Earl W. ; Wheeler, Joe

The ownership quotient : putting the service profit chain to work for

unbeatable competitive advantage. - Boston : Harvard Business School Press, 2008.

- 225 p.

ISBN: 978-1-4221-1023-2

Call n°: 730 HES

This book reveals the next generation of service profit chain: customer and employee "owners" of your business. Employee-owners exhibit such enthusiasm for their organization that they infect countless customers with similar satisfaction, loyalty, and dedication. Customer-owners are in turn so satisfied with their experience that they relate their stories to others, persuade them to try your product, and provide constructive criticism and new product ideas.

Einhorn, David

Fooling some of the people all of the time : a long short story. - Hoboken : J.

Wiley and Sons, 2008. - 379 p.

ISBN: 978-0-470-07394-0

Call n°: 741 EIN

In 2002, David Einhorn, the President of Greenlight Capital, gave a speech at a charity investment conference and was asked to share his best investment idea. He described his reasons why Greenlight had sold short the shares of Allied Capital, a leader in the private finance industry. What followed was a firestorm of controversy. Allied responded with a Washington, D.C. style spin-job-attacking Einhorn and disseminating half-truths and outright lies. Undeterred by the spin-job and lies, Greenlight continued its research after the speech and discovered Allied's behavior was far worse than Einhorn ever suspected. This book is the gripping chronicle of this saga, and this edition contains all new updates from the author.

McPhail, Ken ; Walters, Diane

Accounting and business ethics : an introduction. - London : Routledge, 2009. -

225 p.

ISBN: 978-0-415-36236-8

Call n°: 741 MCP

Despite the enormous impact of Enron on the accounting profession, the general malaise amongst the profession more broadly, and the significant legislative and institutional reforms that have taken place as a result, there are still surprisingly few textbooks on accounting ethics. This concise introductory text takes a broad view of ethics and accounting, taking into account contemporary social trends, such as globalization and terrorism. Rather than delineating codes of professional conduct, this text pushes the

reader towards an understanding of the nature of ethical dilemmas and the factors that influence the ways in which accountants frame ethical questions. The book is divided into two parts. The first part focuses on developing thinking about the different kinds of ethical questions that could be posed in relation to accounting. The second part focuses more explicitly on accounting practice, exploring the ethical function of accounting in relation to the market economy, ethics in relation to the accounting profession, and the ethics of the international accounting harmonization project.

Wileman, Andrew

Driving down cost : how to manage and cut costs-intelligently. - London : N.

Brealey Publishing, 2008. - 232 p.

ISBN: 978-1-85788-512-5

Call n°: 741 WIL

This book address cost management in a general and holistic way for managers at every level and in every function. It sets out a structured, practical approach to intelligent cost management, offering a toolkit of key ideas and cost management strategies, frameworks for analysing cost, and practical techniques for implementing cost-reduction programmes. Cost management is not an issue only for the CEO, or for senior management, or for technical specialists. Junior managers who are proactively tight on cost are learning good habits for the future, ones that will bring them recognition and advance their climb up the organizational chart. And cost management is relevant to private-sector businesses and public-sector organizations, and to managers in every function. You only need to engage in high-profile cost cutting if you haven t been effective at long-haul cost management. While this book does cover one-off cost reduction programmes, its main theme is what interests most managers a sustained cost management programme.

8. Information systems and Management science

Funk, Tom

Web 2.0 and beyond : understanding the new online business models, trends, and technologies. - Westport : Praeger Publishers, 2009. - 172 p.

ISBN: 978-0-313-35187-7

Call n°: 932 FUN

Web 2.0 has taken on buzzword status. It's now shorthand for everything that is new, cutting-edge, and gaining momentum online. Web 2.0 can describe particular Web sites; cultural trends like social networking, blogging, or podcasting; or the underlying technology that makes today's coolest Web applications possible. Many Web 2.0 innovations were pioneered by behemoths like Google, Amazon, Apple, YouTube, and MySpace. But even the smallest, leanest companies can take advantage of the new trends, new and open-source programming tools, and new networks. This book presents a wealth of ideas that will enable any business to quickly and affordably deploy Web 2.0 best practices to gain customers and maximize profits.

Holtz, Shel ; Havens, John C.

Tactical transparency : how leaders can leverage social media to maximize value and build their brand. - San Francisco : Jossey-Bass Publishers, 2009. - 297 p.

ISBN: 978-0-470-29370-6

Call n°: 932 HOL

While exposing the risks inherent in maintaining a nontransparent relationship with customers, this book provides a methodology that will help your organization create its unique plan to bring greater authenticity to your company and your brands. Drawn largely from interviews with leaders in companies that have achieved measurable success in this arena, the authors provide step-by-step details on how executives and professional communicators can create a transparency strategy that will keep their organization competitive in the twenty-first century. They show how organizations can evaluate their readiness for transparency, what they need to do to get ready, and how to effectively communicate their transparency strategy to their customers and employees. They also identify aspects of blog/new media "netiquette" an important but often misunderstood part of engaging in transparency.

Viney, David

Get to the top on Google : tips and techniques to get your site to the top of the search engine rankings, and stay there. - London : N. Brealey Publishing, 2008. - 205 p.

ISBN: 978-1-85788-502-6

Call n°: 932 VIN

The information in this book can help you increase the effectiveness of your Web efforts and gain better visibility among the Web search results on Google and other search engines. The author shares his expertise in Search Engine Optimization (SEO) in detail. He explains how to assess your current results and tells you how to make sure your Web page appears among search results in productive positions, but he doesn't overpromise about what you can accomplish. Much of his information is quite detailed and technical, but relatively accessible and applicable.

Redman, Thomas C.

Data driven : profiting from your most important business asset. - Boston : Harvard Business School, 2008. - 257 p.

ISBN: 978-1-4221-1912-9

Call n°: 950 RED

Your company's data has the potential to add enormous value to every facet of the organization - from marketing and new product development to strategy to financial management. Yet if your company is like most, it's not using its data to create strategic advantage. Data sits around unused - or incorrect data fouls up operations and decision making.

In this book, the author shows how to leverage and deploy data to sharpen your company's competitive edge and enhance its profitability.

Elsbach, Kimberly D. (Ed.) ; Bechky, Beth A. (Ed.)

Qualitative organizational research : best papers from the Davis conference on qualitative research : volume 2. - Greenwich : Information Age Publishing, 2009. - 255 p.

ISBN: 978-1-60752-229-4

Call n°: 973 ELS

Over the past ten years, the Davis Conference on Qualitative Research has become the world's leading conference for qualitative researchers in organizational studies. The authors of the "Best Presentation Awards" at the Davis Conference from the past four years have contributed chapters to this volume. These papers cover topics ranging from organizational name changes and organizational afterlife, to the use of written letters to build relationships and the use of a "creative foil" to improve one's leadership image. Yet all of these papers are similar in that they benefited from the community of over 100 scholars developed through the Davis Conference, and represent qualitative research at its very best.

