

BOOK ALERT

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AMERICAN INFORMATION RESOURCE CENTERS IN INDIA

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THE ARTS

1. American art in the Princeton University Art Museum. v. 1., Drawings and watercolors / John Wilmerding ; with an essay by Kathleen A. Foster ; contributions by Robert T. Cozzolino ... [et al.]. Yale University Press, ©2004. 385 p. REF 741.973 AME

This book highlights seventy-seven master drawings and watercolors chosen from the museum's extensive collection. The selections, which range from the eighteenth century to the present, are by such eminent American artists as Benjamin West, Winslow Homer, Thomas Eakins, Mary Cassatt, Andrew Wyeth, Georgia O'Keeffe, Lee Bontecou, and Tom Wesselmann. A group of outstanding works by Hudson River School and Ash Can artists also distinguishes the collection. Each of the selected drawings and watercolors is reproduced in full color and is accompanied by an in-depth catalogue entry. The book also features an introduction by John Wilmerding describing Princeton's history of collecting American art, as well as an essay by Kathleen A. Foster on the historiography of American drawings and watercolors. ISBN 0300106068: \$48.50 (For use only in the AIRC) C/M/ND

2. Raverty, Dennis.
Struggle over the modern : purity and experience in American art criticism, 1900-1960 / Dennis Raverty. Fairleigh Dickinson University Press, 2005. 168 p. 701.18 RAV

It was not so much the art that changed during the period, says Raverty as the critical consensus, which shifted from politically engaged realism to apolitical abstraction. He dismisses as simplistic the notion that the change was due to Americans being exposed to European Modernists. He provides a convincing account that will need different political, economic, and broader cultural treatments in future. ISBN 0838640214: \$46.00 C/ND (*Adapted from Book News, Inc., ©2004*)

3. Stevens, Mark.
De Kooning : an American master / Mark Stevens and Annalyn Swan. Knopf, 2005. 731 p. 709.2 KOO

This sweeping biography, 10 years in the making, chronicles in fastidious detail de Kooning's rise from his humble beginnings in Rotterdam to

his fame as an abstract expressionist and his descent into alcoholism and Alzheimer's. Emigrating to New York in 1926, de Kooning (1904-1997) situated himself among fellow artists and role models like Arshile Gorky. In 1938, he met and later married painter Elaine Fried; the two remained married despite de Kooning's predilection for bed hopping. (An affair with Joan Ward resulted in a daughter, Lisa, and indeed, the authors spend more ink on de Kooning's womanizing than his art making.) In the early 1940s, de Kooning's work appeared in group shows; his first solo show was a commercial failure. The artist did not meet with real success until the 1950s, when his paintings *Excavation* and *Woman 1* made him "first among equals" in the art world. Stevens and Swan see in de Kooning's life the realization of classic stories – the triumph of the immigrant, the man consumed by his success, the nonexistence of life's second acts – and this comprehensive biography, which attempts to explain de Kooning's art through a careful catalogue of his personal life, is a must read for his admirers. ISBN 1400041759: \$24.50 C/CH/M/ (Adapted from *Publishers Weekly*, ©2004)

BUSINESS & MANAGEMENT

4. Afuah, Allan.
Business models : a strategic management approach / Allan Afuah.
McGraw-Hill/Irwin, ©2004. 415 p. 658.4012 AFU

Business Models: A Strategic Management Approach draws on the latest research in strategic management to explicitly and fully explore business models. It draws on the latest research on to explore which activities a firm performs, how it performs them, and when it performs them to make a profit. It offers an integrated framework for understanding the relationship between the set of activities that a firm chooses to perform, its revenue model, its cost structure, its resources and capabilities, the competitive forces in the firm's industry, and its ability to sustain a competitive advantage even in the face of change. It provides the link between resources, product-market positions and profits, how resources and product-market positions are translated into profits. Existing strategy texts demonstrate correlation between resources or product-market positions and profits, not their translation into profits. Additionally, it explores the relationship between business models and corporate social responsibility as well as the international component to business models. It offers a definition of business models that is deeply rooted in the resource-based and product-market theories of strategy. ISBN 0071236392: \$72.00 C/CH/M/ND(Ref)

5. Broadbent, Marianne.
The new CIO leader : setting the agenda and delivering results /
Marianne Broadbent, Ellen S. Kitzis. Harvard Business School Press,
©2005. 340 p. 658.4038 BRO

Broadbent and Kitzis are with Gartner, Inc., a U.S.-based provider of research and analysis on the global IT industry serving some 10,000 clients with 75 locations worldwide. Written for senior level executives responsible for identifying information and technology needs and delivering services to meet those needs, their text is for those who want to go beyond a role as a "chief technology mechanic" to become the new CIO leader. Based on research conducted by Gartner with thousands of companies and CIOs, the authors identify ten new priorities for the new CIO leader, including differentiating between leadership and management, five demand-side aspects of leadership, and four supply-side priorities and roles. ISBN 1591395771: \$24.50 CH
(Adapted from *Book News, Inc.*, ©2004)

6. Carrison, Dan.
Semper Fi : business leadership the Marine Corps way / Dan Carrison,
Rod Walsh. AMACOM, 2004. 226 p. 659.4 CAR

"Semper Fidelis," the motto of the U.S. Marine Corps, means "Always Faithful." The title thus emphasizes the authors' allegiance to leadership principles and management practices that they consider fundamental in the Corps. Carrison and Walsh, former Marine officers now working in business and coauthoring the syndicated "Rosie's Bar & Grill" column, have assembled a set of directives that show civilian managers and organizations how they can benefit from emulating Corps policies. Chapters address recruitment, training, supervision of the rank and file, middle and senior managements and overall winning strategies, with cardinal points explained in short sections. What the authors consider analogous situations in the Corps and in the business world are compared, such as their hierarchical natures and siege mentalities, and recommendations ("Instill Courage," "Study the Past," "Keep Goals Realistic," "Command from a Forward Position") are summarized in broadly applicable checklists. With clarity and conviction, the authors constantly reinforce basic viewpoints, in a style that will appeal more to readers with military mindsets than what-me-worriers. Most likely to promote understanding and respect among the public are the portrayals of experiences and perspectives of individual members of the Corps, which give spark to what is in the main a generic performance. ISBN 0814472729: \$13.00 C/CH/M/ND(Ref)
(Adapted from *Publishers Weekly*, ©2004)

7. Chatterjee, Sayan.
Failsafe strategies : profit and grow from risks that others avoid / Sayan Chatterjee. Wharton School Pub., ©2005. 284 p. 658.155 CHA

How much risk should a company take in plotting its growth or product development? Chatterjee answers this question and more in a book about risk and business strategy. His premise is that "the way to sustainable profits is not through breakthrough innovations but by avoiding risks." The author describes three types of risk categories – demand, capability, and competitive risks – and explains the role of each in business strategy. The book is divided into two sections, with the first part describing how a company can design a low-risk strategy and the second part explaining how risk affects growth and diversification. Numerous case studies involving a wide variety of companies (e.g., Microsoft, Honda, Enron, and Etoys) are used through the book to illustrate risk strategies. ISBN 812970790X: Rs. 499.00 C/CH/M/ND(Ref) (Adapted from *Library Journal*, ©2004)

8. Covey, Stephen R.
Principle-centered leadership / Stephen R. Covey. Free Press, 2003. 335 p. 158.4 COV

The great "angst" of life has seemingly gripped us all, and there seems to be no limit to the number of writers offering answers to the great perplexities of life. Covey, however, is the North Star in this field. Following his successful *Seven Habits of Highly Effective People*, Covey now responds to the particular challenges of business leaders by applying his natural laws, or principles, of life to organizations. Covey explains these laws (security, guidance, wisdom, and power), and discusses how seven-habits practice and focus on these principles will result in personal and organizational transformation. He reminds us that personal and organizational success is hard work, requires unwavering commitment and long-term perspective, and is achievable only if we are prepared for a complete paradigm shift in our perspective. ISBN 0671792806 (pbk.): \$12.60 C/CH/M/ND (Adapted from *Library Journal*, ©2003)

9. Holt, Douglas B.
How brands become icons : the principles of cultural branding /
Douglas B. Holt. Harvard Business School Press, ©2004. 265 p.
658.827 HOL

Based on an extensive examination of the historical records of legendary iconic brands, Holt presents an entirely different model that will have significant implications for branding strategy. In this eye-opening book, Holt demonstrates that brands become icons not by highlighting unique features and benefits, but by staking out a provocative and valued position in the national culture. Iconic brands address acute cultural contradictions – and the widespread desires and anxieties they create – by "performing" myths. These simple stories, usually conveyed through powerful advertising, smooth over cultural contradictions and help people feel better about their identities. To date, iconic brands have been built more on the intuitions of ad agency creatives than by purposeful strategies. *How Brands Become Icons* extracts the common principles behind these intuitions to build a new cultural branding model that dramatically revises core-marketing principles including segmentation, targeting, positioning, brand equity, and brand loyalty. Using fascinating case studies of Snapple, Mountain Dew, Budweiser, ESPN, Corona, and other iconic brands, the book details these new principles and explains counterintuitive insights. Holt convincingly shows that iconic brands are built by focusing on culture, not products. To compete, managers will need to stop outsourcing their branding efforts and instead build "cultural activist" organizations from the ground up. Upending axioms that have dominated managerial thought for three decades, this book challenges managers to rethink their assumptions about brand strategy. ISBN 1578517745: \$23.96 CH

10. Johnson, Winslow.
Powerhouse marketing plans : 14 outstanding real-life plans and what
you can learn from them to supercharge your own campaigns /
Winslow "Bud" Johnson. AMACOM, ©2004. 352 p. 658.8101 JOH

Johnson is the president of the Stamford Marketing Group, a firm based in Connecticut that has developed 60 marketing plans for international clients and small organizations. He brings real-world examples to his book about translating marketing plans into results. Part 1 contains six marketing case studies. Each scenario covers the market, the issues faced by the company, and consumer habits. Part 2 comprises eight hypothetical situations and the corresponding marketing plans. This section serves as a stimulus for fresh thinking about marketing. The writing style is dry and businesslike, and the

author unnecessarily duplicates information in scenarios and marketing plans. Nonetheless, the content is very informative, offering proof that thoughtful planning and research can solve problems for consumers while also increasing the likelihood of business success. ISBN 0814472192: \$29.95 C/CH/M/ND(Ref) (Adapted from *Library Journal*, ©2004)

11. Johnston, Robert E.

The power of strategy innovation : a new way of linking creativity and strategic planning to discover great business opportunities / Robert E. Johnston, Jr., J. Douglas Bate. AMACOM, ©2003. 286 p. 658.4012 JOH

Strategic planning sounds business-as-usual dull, while innovation conjures up images of corporate vision and risk-taking. The truth is, the two must be brought together for companies to excel in dynamic markets. *The Power of Strategy Innovation* presents a five-step Discovery Process for staging, aligning, exploring, creating, and mapping the paths between analytical, numbers-oriented, day-to-day planning and market-centric, discovery-driven innovation that focuses on the future. The book is based on the authors' 32 years of experience consulting to major organizations, and is supplemented by informative interviews with corporate leaders in several industries. ISBN 0814407684: \$29.50 C/CH/M/ND(Ref)

12. Kaplan, Robert S.

Strategy maps : converting intangible assets into tangible outcomes / Robert S. Kaplan, David P. Norton. Harvard Business School Press, ©2004. 454 p. 658.4012 KAP

Over a decade ago, Kaplan and Norton struck a business consulting gold mine with the *Balanced Scorecard*, which permits executives to list their targets for various "measures," i.e., the numbers they'd like to hit on various performance goals. Building off that earlier success, they introduce the strategy map, a flow chart to help businesses figure out who needs to do what by offering a "holistic perspective" on the individual goals of each department and how they interact with one another. Kaplan and Norton are gung-ho about the power of strategy maps to provide a conceptual framework for understanding any corporation, public institution or nonprofit organization, but general readers are likely to shake their head at jargon-heavy reformulations of the obvious like "the ideal customer experience is a product that meets customer specifications and is

suitable for immediate use by the customer." ISBN 1591391342: \$35.00 CH
(Adapted from *Publishers Weekly*, ©2004)

13. Kirk, Bradford C.
Lessons from a chief marketing officer : what it takes to win in consumer marketing / Bradford C. Kirk. McGraw-Hill, ©2003. 243 p. 658.8 KIR

Today's best marketing minds are in the consumer packaged goods industry, working with budgets of \$100 million or more to sell the (physically) low-differentiation products we use every day. In *Lessons from a Chief Marketing Officer*, top CMO Bradford C. Kirk takes an inside look at this high-pressure world and shows how the best marketers grab market share by understanding and speaking smartly to their most profitable consumers. Includes the proven techniques that marketing leaders from Coca Cola to L'Oreal use to break into and dominate consumer markets. ISBN 0071403175: \$29.95 C/CH/M/ND(Ref)

14. Klaus, Peggy.
Brag! : the art of tooting your own horn without blowing it / Peggy Klaus. Warner Books, ©2003. 193 p. 650.1 KLA

"Using the same techniques that have turned thousands of professionals and executives into skillful self-promoters," Klaus teaches how to make an impact in today's unstable business market by becoming "a master of artful bragging." Klaus's persuasive writing style and authentic tone combined with real-life anecdotes culled from her 10 years conducting training seminars show off the transformative effect successful bragging can have on a career (including the author's own), while deflating any fears readers may have of coming off as phony, arrogant or obnoxious. Creating a "bragalogue"(or short, enthusiastic, continually updated story showcasing strengths and accomplishments) that could be delivered comfortably and sincerely is key to "planting seeds for the future" or standing out in interviews, performance reviews or networking situations. Sample conversations, self-evaluation surveys, advice on avoiding common bragging pitfalls, hints on body language and concrete tips for stay-at-home moms, freelancers, retirees and recent college graduates lend a hands-on feel to this valuable business primer. ISBN 0446692786: \$13.95 C/CH/M/ND(Ref)
(Adapted from *Publishers Weekly*, ©2003)

15. Kotter, John P.
The heart of change : real-life stories of how people change their organizations / John P. Kotter, Dan S. Cohen. Harvard Business School Press, ©2002. 190 p. 658.406 KOT

Prolific author and change management expert Kotter and consultant Cohen join forces in this timely update to Kotter's successful *Leading Change* (1996), which set the standard for books on the subject. This earlier work revealed why efforts at change so often end in failure and outlined the eight critical steps needed to turn things around. Having researched more than 100 organizations in the midst of major changes, Kotter and Cohen now reveal the core problems people face at each of these eight stages and provide straightforward solutions. Their main finding is that the central issue concerns not structure or systems but changing the behavior of people. An overview of how people see and meet change is followed by chapters on the steps to successful, large-scale change, including increasing urgency, building a guiding team, getting the vision right, communicating for buy-in, empowering action, creating short-term wins, and persistence. The inclusion of many firsthand, personal stories from people involved in change efforts makes this a useful book for any organization. ISBN 1578512549: \$24.95 C/CH/M/ND(Ref)
(Adapted from *Library Journal*, ©2002)

16. Krames, Jeffrey A.
What the best CEOs know : 7 exceptional leaders and their lessons for transforming any business / Jeffrey A. Krames. McGraw-Hill, 2003. 250 p. 658.406 KRA

In his opening remarks, Krames identifies the "celebrity CEO." This person is the company leader who's "idealized, even idolized," whose image graces magazine and book covers, and who is often asked to weigh in on the issues of the day. Celebrity CEOs ran wild in the 1990s and early 2000s. Alas, says Krames, the celebrity CEO's era has ended. But some champion CEOs of that time do have wisdom to impart, and in this thorough and thoughtful examination of successful leadership strategies, Krames dissects the ideas of some of the biggest names that have graced business headlines in the past 10 or so years. The list is impressive: Michael Dell (Dell Computer), Jack Welch (GE), Lou Gerstner (IBM), Andy Grove (Intel), Bill Gates (Microsoft), Herb Kelleher (Southwest Airlines) and Sam Walton (Wal-Mart). Although only one of the subjects still holds the CEO title, all seven have implemented world-famous success methods. Krames pinpoints their defining traits (e.g., they are evangelical, but not necessarily charismatic) and strategies (e.g., prepare for

change; foster learning), using specific examples and quotes. Sidebars (entitled "What Would Andy Grove Do?"; "What Would Jack Welch Do?" etc.) break up the text. This is a smart, timely book that deserves reading for the lessons it teaches and for the business history it inadvertently imparts. ISBN 0071382402: \$19.95 C/CH (Adapted from *Publishers Weekly*, ©2003)

17. Kumar, Nirmalya.

Marketing as strategy : understanding the CEO's agenda for driving growth and innovation / Nirmalya Kumar ; [foreword by Philip Kotler]. Harvard Business School Press, ©2004. 270 p. 658.802 KUM

Today's Marketers face a dire situation. CEOs name marketing challenges such as retaining customers and avoiding price wars as top priorities, yet they increasingly doubt whether marketers can handle those challenges. Marketing's traditional goal – getting close to customers – has become the organization-wide mandate, yet marketing as a function has lost importance. Once viewed as a critical expenditure, marketing is now considered a cost sink. What happened? More important, what can marketers do to regain a prominent role in their organizations? Nirmalya Kumar argues that the only way for marketers to get back on the CEO's agenda is to tackle issues that merit the CEO's attention – and conducting market research and placing ads don't make the cut. The fate of marketing hinges on elevating the role of marketing executives from promotions-focused tacticians to customer-focused leaders of transformational initiatives that are strategic, cross-functional, and bottom-line oriented. ISBN 1591392101: \$32.50 C/CH/M/ND(Ref)

18. Kunstler, Barton Lee.

The hothouse effect : intensify creativity in your organization using secrets from history's most innovative communities / Barton Kunstler. AMACOM, ©2004. 261 p. 658.314 KUN

Throughout history, across many centuries and an enormous range of cultures, certain communities have stood out as bastions of creativity and intellectual progress. From ancient Athens to the vibrant American jazz scene of the 20th century, these seemingly disparate enclaves actually share a set of defining characteristics that hold considerable relevance for modern businesses. *The Hothouse Effect* examines the dynamics of several such communities, or "creative hothouses," and identifies the factors that drove their unusual creative fervor. Case studies of contemporary businesses, plus interviews with executives, illustrate clearly how the nurturing of creative drive can lead directly

to more innovative products, revolutionized processes, and dramatic improvements in results. This valuable book also offers practical tools for assessing creativity in any organization, then implementing the results of the assessment toward building the creative hothouse effect that will drive innovation, productivity, and results well into the future. ISBN 0814407692: \$27.95 C/CH/M/ND(Ref)

19. Lencioni, Patrick.
Death by meeting : a leadership fable – about solving the most painful problem in business / Patrick Lencioni. Jossey-Bass, ©2004. 260 p. 658.456 LEN

The business meeting – a necessary evil or a vital and invigorating component of running an organization? According to management consultant Lencioni (*The Five Temptations of a CEO*), meetings should fit the latter description, but more often than not, he says, they don't. In this lackluster audio fable, Lencioni offers practical advice on how to revitalize a business by energizing business meetings, but his pallid, passive prose would challenge the most skilled narrator, and Arthur is no exception. The voice Arthur lends Will, the young hero of this tale, resembles that of Sesame Street's Ernie on downers, and the various inflections he gives business owner Casey McDaniel and his management team don't make up for the characters' lack of character. Nevertheless, Lencioni's message comes across loud and clear-meetings should be interactive, not passive, and they should be structured (i.e., issues of immediate importance should be discussed in "weekly tactical" meetings, and issues that will fundamentally affect the business should be addressed in "monthly strategic" meetings). ISBN 0787968056: \$22.95 C/CH/ND(Ref) (*Adapted from the Publishers Weekly*, ©2004)

20. Leonard-Barton, Dorothy.
Deep smarts : how to cultivate and transfer enduring business wisdom / by Dorothy Leonard and Walter Swap. Harvard Business School Press, ©2004. 288 p. 658.3124 LEO

In *Deep Smarts*, Dorothy Leonard and Walter Swap provide insight into the relationships among knowledge, competitive advantage, and continuous innovation. What sets deep smarts apart and makes them so competitively valuable is that they are built on firsthand life experiences, resulting in tacit knowledge that is hard for other firms to copy. But this transfer barrier is precisely what makes deep smarts such a challenge to manage inside

organizations. Based on a multiyear research project observing and interviewing coaches and proteges in start-ups and mature firms, this book reveals how deep smarts can be cultivated and leveraged across the entire company. The authors show that deep smarts derive from the development of "experience repertoires" guided by knowledge coaches. ISBN 1591395283: \$29.95 CH

21. Liff, Stewart.

Seeing is believing : how the new art of visual management can boost performance throughout your organization / Stewart Liff and Pamela A. Posey. AMACOM, ©2004. 246 p. 658.45 LIF

Visual elements in a workplace have a tremendous impact on execution, morale, and productivity. And it's not just about information access. A visually dynamic workplace energizes employees, builds pride and ownership, and conveys the strength and currency of the organization. Design and graphics, art and color, sculpture and dimension – all have profound effects. Far from simply "prettying up the office," an organization needs to create an environment of visual stimuli that convey goals and expectations, that engender a collaborative attitude, and most important, that cannot be ignored. This book represents a milestone in the science of workplace design. Whereas there are countless approaches for improving the "comfort factor" of work environments through color, lighting, furniture, and spatial flow, *Seeing is Believing* links visual elements directly to specific organizational objectives and individual tasks. ISBN 0814408087: \$22.50 C/CH/M/ND(Ref)

22. Linder, Jane C.

Outsourcing for radical change : a bold approach to enterprise transformation / Jane C. Linder. AMACOM, ©2004. 270 p. 658.4058 LIN

Based on a major study by Accenture and in-depth interviews by the author, this original, research-based book examines the entire process from a practical, real-world perspective: from selecting ultimate goal, to mapping out a workable action plan, to navigating the often formidable challenges to face on quest for radical change. In the business world, major change efforts have an abysmally poor track record, with poor execution standing out as the major culprit. By comparison, transformational outsourcing has been highly successful in 17 out of the 20 companies tracked in this groundbreaking book. The process brings larger, faster, and more lasting impacts than most people ever expect.

And it can be a secret weapon in the struggle to survive and prosper in the 21st century. ISBN 0814472184: \$34.50 C/CH/M/ND(Ref)

23. Malone, Thomas W.
The future of work : how the new order of business will shape your organization, your management style, and your life / Thomas W. Malone. Harvard Business School Press, ©2004. 225 p. 650 MAL

For more than a decade, business thinkers have theorized about how technology will change the shape of organizations. In this landmark book, renowned organizational theorist Thomas Malone, codirector of MIT's "*Inventing the Organizations of the 21st Century*" initiative, provides the first credible model for actually designing the company of the future. Based on twenty years of groundbreaking research, *The Future of Work* foresees a workplace revolution that will dramatically change organizational structures and the roles employees play in them. Malone argues that current notions about decentralization merely scratch the surface of what will be possible as technological and economic forces make "command and control" management increasingly less useful. In its place will be a more flexible "coordinate and cultivate" approach that will spawn new types of decentralized organizations—from internal markets to democracies to loose hierarchies. These future structures will reap the scale and knowledge efficiencies of large organizations while enabling the freedom, flexibility, and human values that drive smaller firms. Exploring the skills managers will need in a workplace in which the power to decide belongs to everyone, this optimistic book shows how we can help create a world that is not just richer, but better. ISBN 1591391253: \$29.95 CH

24. Maruska, Don.
How great decisions get made : 10 easy steps for reaching agreement on even the toughest issues / Don Maruska ; foreword by Margaret J. Wheatley. American Management Association, ©2004. 207 p. 658.4036 MAR

Emphasizing the importance of concentrating on shared goals, Maruska outlines a practical approach to making decisions in a variety of organizational settings. He introduces problem-solving tools and explains their application in different situations, such as working under extreme time constraints and in very large groups. The book includes individual and group checklists for assessing the strengths of a decision-making environment and identifying areas for

improvement. ISBN 0814407935: \$17.50 C/CH/M/ND(Ref) (Adapted from Book News, Inc., ©2004)

25. Miller, Brian Cole.
Quick teambuilding activities for busy managers : 50 exercises that get result in just 15 minutes / Brian Cole Miller. AMACOM, ©2004. 171 p. 658.402 MIL

Every group can benefit from team-building exercises. But sometimes it's not practical to embark on a full-scale training initiative. Now, supervisors, managers, and team leaders have 50 team-building activities to choose from, all of which can be implemented with no special facilities, big expense, or previous training experience. The book provides engaging exercises for: building new teams and helping teams with new members; dealing with change and its effects: anger, fear, frustration, and more; recognizing individual efforts and team accomplishments; finding creative ways to work together and solve problems; increasing and improving communication; leveraging diversity and individual differences to meet team goals; and keeping competition healthy and productive within the team. Instructions and tips for follow-up and variations are included for each activity, and an additional chapter provides valuable advice for working through unexpected difficulties in team building. ISBN 081447201X: \$17.50 C/CH/M/ND(Ref)

26. Morey, David.
The underdog advantage : using the power of insurgent strategy to put your business on top / David Morey and Scott Miller. McGraw-Hill, ©2004. 251 p. 658.4012 MOR

What do U.S. Special Ops, George Washington, Mao Tse-tung, and Oprah Winfrey all have in common? In addition to boldness, daring, and a never-say-die attitude, they are among the most successful practitioners of insurgency tactics – tactics one needs to succeed in the battle for the loyalty of today's consumers. Tap into the same opportunistic and aggressive energy used by successful underdogs and never settle for less than a clear victory. *The Underdog Advantage* shows how. Two of today's most sought-after political and business strategists, David Morey and Scott Miller, masterminded winning presidential campaigns for Vicente Fox of Mexico and Corazon Aquino of the Philippines, engineered winning congressional and gubernatorial campaigns throughout the United States, and helped top companies – Microsoft, Coca-Cola, Nike, Visa, McDonald's, Apple Computer, Disney, Verizon, 7-Eleven, and

others – use insurgency principles to achieve or maintain leadership positions in their industries. *The Underdog Advantage* analyzes the success of the insurgency model and shows how great companies that strayed from this path have paid the consequences. It also distills insurgency principles into easy-to-follow techniques that can be put to work in an organization right away. ISBN 0071439196: \$21.95 C/CH/M/ND(Ref)

27. Nemati, Hamid R.
Organizational data mining : leveraging enterprise data resources for optimal performance / Hamid R. Nemati, Christopher D. Barko. Idea Group Pub., ©2004. 371 p. 658.4038 NEM

Successfully competing in the new global economy requires immediate decision capability. This immediate decision capability requires quick analysis of both timely and relevant data. To support this analysis, organizations are piling up mountains of business data in their databases every day. Terabyte-sized (1,000 megabytes) databases are commonplace in organizations today, and this enormous growth will make petabyte-sized databases (1,000 terabytes) a reality within the next few years (Whiting, 2002). Those organizations making swift, fact-based decisions by optimally leveraging their data resources will outperform those organizations that do not. A technology that facilitates this process of optimal decision-making is known as Organizational Data Mining (ODM). *Organizational Data Mining: Leveraging Enterprise Data Resources for Optimal Performance* demonstrates how organizations can leverage ODM for enhanced competitiveness and optimal performance. ISBN 1591401348: \$74.00; ISBN 1591402220 (pbk.) M

28. Newell, Michael W.
The project management question and answer book / Michael W. Newell, Marina N. Grashina. AMACOM, American Management Association, ©2004. 262 p. 658.404 NEW

Packed with case studies and examples, *The Project Management Question and Answer Book* is an indispensable guide covering everything from estimates, quality control, and communications, to time, risk, and human resources management. It is a practical, constantly usable resource for understanding fundamental project management issues and implementing workable solutions. ISBN 0814471641 (pbk.): \$16.95 C/CH/M/ND(Ref)

29. Nunes, Paul.
Mass affluence : seven new rules of marketing to today's consumer /
Paul Nunes, Brian Johnson. Harvard Business School Press, ©2004.
269 p. 658.8 NUN

Dramatic shifts in the income of consumers in the U.S. will require a fresh approach by marketers, according to Nunes and Johnson. A new "mass market" has arisen as a result of the shift toward higher income residents, the authors believe. They describe a three-pronged effect: wealthier individuals are more important than ever to marketers; virtually every product from games to food is sold to people of a wide range of incomes; and the trends toward more spending concentrated in fewer households will require companies to consider the "keep up with the Joneses" factor. This carefully researched book explores a number of topics, like marketing, consumer habits and advertising. It is most clear when the authors discuss a well-known product or store, for example, the loyalty that has developed among Target shoppers or buyers of Lexus cars. The authors' "rules" are not complex, but the evidence used to explain them is specialized and detailed. The book will have practical applications for marketers and advertisers. ISBN 1591391962: \$23.96 CH (*Adapted from Publishers Weekly*, ©2004)

30. Paquette, Larry.
The sourcing solution : a step-by-step guide to creating a successful
purchasing program / Larry Paquette. American Management
Association, ©2004. 217 p. 658.72 PAQ

Written for buyers, managers, and executives, this guide serves as a basic introduction to purchasing, but also relates specific tools to broader procurement and general business issues. Paquette specifically explains how to leverage technological advances and global supply chain dynamics into profitable purchasing practices. He covers e-commerce and Internet strategies, management technology, inventory auction sites, strategic sourcing initiatives, and off-shore and international sourcing. ISBN 0814471919: \$39.50 C/CH/M/ND(Ref) (*Adapted from Book News, Inc.*, ©2004)

31. Peabody, Bo.
Lucky or smart? : secrets to an entrepreneurial life / Bo Peabody.
Random House, ©2005. 62 p. 658.4 PEA

At twenty-seven, Bo Peabody was an Internet multi-millionaire. In the heady days of the late 1990s, though, when every cool kid had an IPO, that wasn't very remarkable. What is remarkable is that he's even more successful today. He has co-founded five different companies, in varied industries, and made them thrive during the best and worst of economic times. Through it all, the one question everyone asks is: Was it his smarts that made him an entrepreneurial leader, or was it just plain luck? The truth is, Bo was smart enough to know when he was getting lucky. And he wants you to have the same advantage. With proven methods for success and a witty, conversational voice, Bo takes the reader through the lessons his experiences as an entrepreneur have taught him. At the heart of Bo's manifesto is a mantra that everyone, whether working for a multinational corporation or a solo start-up, should heed: If one wants his business to be successful, one has to make sure his work is fundamentally innovative, morally compelling, and philosophically positive. *Lucky or Smart?* will teach readers how to put themselves in a position to get lucky, create the right situations for success, and take advantage of every opportunity. It is the first truly authentic guide to an entrepreneurial life, a must read for anyone looking for his or her own road to fulfillment. ISBN 140006290X: \$13.95 C/CH/M/ND(Ref)

32. The portable MBA in project management / edited by Eric Verzuh.
Wiley, ©2003. 436 p. 658.404 POR

In addition to editing, Verzuh has contributed five of the fourteen essays of this volume, in which he describes the strategic importance of project management, how to build a plan of action, how to maintain stakeholder satisfaction, risk management, and integrating project management into one's organization. The remaining essays describe similar subjects, including teamwork, discipline, and project selection, with examples included from each authors' experience as trainer, consultant, business owner, or academic research. ISBN 0471268992: \$34.95 C/CH/M/ND(Ref) (*Adapted from Book News, Inc., ©2003*)

33. Prahalad, C.K.
The future of competition : co-creating unique value with customers /
C.K. Prahalad, Venkat Ramaswamy. Harvard Business School Pub.,
©2004. 256 p. 658.4 PRA

In this visionary book, C. K. Prahalad and Venkat Ramaswamy explore why, despite unbounded opportunities for innovation, companies still can't satisfy customers and sustain profitable growth. The explanation for this apparent paradox lies in recognizing the structural changes brought about by the convergence of industries and technologies; ubiquitous connectivity and globalization; and, as a consequence, the evolving role of the consumer from passive recipient to active co-creator of value. Managers need a new framework for value creation. This book is about the emerging "next practices" in value creation. Increasingly, individual customers interact with a network of firms and consumer communities to co-create value. No longer can firms autonomously create value. Neither is value embedded in products and services. Products are but an artifact around which compelling individual experiences are created. As a result, the focus of innovation will shift from products and services to experience environments that individuals can interact with to co-construct their own experiences. These personalized co-creation experiences are the source of unique value for consumers and companies alike. In this emerging opportunity space, companies must build new strategic capital – a new theory on how to compete. This book presents a detailed view of the new functional, organizational, infrastructure, and governance capabilities that will be required for competing on experiences and co-creating unique value. This is the future of competition. ISBN 1578519535: \$29.95 CH

34. Price, Robert W.
Roadmap to entrepreneurial success : powerful strategies for building a
high-profit business / Robert W. Price. AMACOM, ©2004. 292 p.
658.421 PRI

Robert Price, a respected expert on entrepreneurial capitalism, focuses on only the areas that are vital to your success. One will explore in depth the six phases of development essential to every start-up or spin-off: creating a strategy; charting a course in the wake of the high-tech revolution; engineering vision; launching his enterprise and getting traction; achieving escape velocity; and getting one's venture into orbit. In short, one will discover how to do the right things in the right order – thus maximizing one's limited time and resources. Each chapter begins with a Learning Capsule about entrepreneurs whose activities are especially relevant to the subject at hand – from eBay's Pierre

Omidyar, who created a revolutionary business model, to Starbucks' Howard Schultz, who has taken his company global one cup at a time. As each chapter concludes, readers find insightful questions designed to alert them to common obstacles and keep them on course in their entrepreneurial quest. ISBN 0814471900: \$34.50; ISBN 0814400000 C/CH/M/ND(Ref)

35. Pugh, David G.
Powerful proposals : how to give your business the winning edge /
David G. Pugh and Terry R. Bacon. American Management
Association, ©2005. 254 p. 658.453 PUG

Powerful Proposals presents a step-by-step plan for creating informative, engaging documents that satisfy the clients' needs and feature the solutions the firm can provide. It's an invaluable tool for winning contracts in any market, with strategies and techniques for: Creating proposals that are both compliant (they respond to customer requests) and responsive (they address customers' broader needs, key issues, values, and goals), Building repeatable processes -without ever resorting to "boilerplate" proposals, Gaining competitive advantage by making even the most technical proposals more reader friendly, Establishing credibility in terms of experience, technology, people, and approach, Negotiating terms and prices in a way that highlights value – especially when your firm is not the low-price provider, Creating executive summaries that clearly and dynamically state the business case to client's top brass, Creating preference for a firm through strong relationships and winning behaviors. *Powerful Proposals* gives a seven-step process for determining and organizing content, developing themes and visuals, and more-and shows how to position a company to win. The book presents effective protocols for monitoring successes and failures and applying lessons learned for continuous improvement, plus proven strategies for breeding teamwork and positive attitudes, and getting the proposal through a rigorous quality-control and review process. Finally, it also presents complete models of executive summaries that work. ISBN 081447232X: \$24.95 C/CH/M/ND(Ref)

36. Rayport, Jeffrey F.
Best face forward : why companies must improve their service
interfaces with customers / Jeffrey F. Rayport, Bernard J. Jaworski.
Harvard Business School Press, ©2005. 262 p. 658.812 RAY

Companies face increasingly demanding customers and a lack of skilled workers to serve them. At the same time, networked "smart" technologies

– from websites in retailing to kiosks in shopping – are enabling managers to recruit machines into "front-office" roles that both drive down the costs of consumer interactions and deliver more satisfying customer experiences. In *Best Face Forward*, Jeffrey F. Rayport and Bernard J. Jaworski argue that this unprecedented industrialization of front-office services – akin to what transpired in agriculture and manufacturing a century ago – is sparking a revolution in services that goes well beyond efficiencies gained by automation, off-shoring, and outsourcing. Based on extensive research inside both start-up and established businesses across many industries, this work proposes ways that companies can radically reengineer their front-office operations to deploy three types of service interfaces – people-dominant, machine-dominant, and hybrids of the two. This book shows how new roles for technology and people will radically reshape business and competition – and ultimately create a "people-rich" workplace that benefits customers, employees, and shareholders. ISBN 0875848672: \$23.96 CH

37. The results-driven manager : presentations that persuade and motivate : a timesaving guide. Harvard Business School Press, ©2004. 166 p. 658.4 RES

This volume collects 17 articles originally published in the *Harvard Management Update* and *Harvard Management Communication Letter*. The articles provide advice to business managers on effective public presentations. The papers are organized into sections that discuss preparation, presentation delivery, and tools and techniques. Managers are under increasing pressure to deliver better results faster than the competition. But meeting today's tough challenges requires complete mastery of a full array of management skills, from communicating and coaching to public speaking and managing people. *The Results-Driven Manager* series is designed to help time-pressed managers hone and polish the skills they need most. Concise, action-oriented, and packed with invaluable strategies and tools, these timely guides will help managers improve their job performance today – and give them the edge they need to become the leaders of tomorrow. ISBN 1591393493: \$14.95 CH

38. Richards, Dick.
The art of winning commitment : 10 ways leaders can engage minds, hearts, and spirits / Dick Richards. AMACOM, ©2004. 212 p. 658.314 RIC

This work supplies a fresh perspective. It breaks free of the usual formula of presenting case studies and best practices from the insular world of business. Instead, the book looks outside the realm of business – to education, religion, the military, politics, social services, the arts, and more – for its potent, original leadership ideas. Based on in-depth interviews with an eclectic group of 20 thoughtful, articulate, and successful leaders, *The Art of Winning Commitment* identifies ten crucial competencies leaders must master to win extraordinary commitment from others and inspire them to devote their energy to a common purpose. By covering the full spectrum of intellectual, emotional, and spiritual aspects of leadership, this book will help readers achieve a deeper and more profound level of commitment than they ever thought possible. ISBN 0814407854: \$23.95 C/CH/M/ND(Ref)

39. Scott, Gini Graham.
A survival guide for working with humans : dealing with whiners, back-stabbers, know-it-alls, and other difficult people / Gini Graham Scott. American Management Association, ©2004. 215 p. 650.13 SCO

Everyone has had one – a colleague or client who makes going to work a trial and a terror. Scott, a Bay Area consultant, provides chatty guidance for reducing workplace difficulties and improving morale. Her approach mixes problem-solving and conflict-resolution techniques with methods such as visualization, mental gymnastics, and intuitive reasoning to determine a course of action. Her anecdote-based narrative includes quizzes, profiles of common personality types, and problem and conflict scenarios. ISBN 0814472052: \$13.00 C/CH/M/ND(Ref) (*Adapted from Book News, Inc., ©2004*)

40. Selling your business : the transition from entrepreneur to investor / edited by Louis P. Crosier. Wiley, ©2004. 330 p. 658.164 SEL

This handbook is for entrepreneurs and corporate insiders seeking advice on personal financial planning prior to selling a business or taking it public. The book provides an easy-to-read blueprint to help leaders of public and private businesses navigate before and after an IPO or sale, so they are

financially well positioned personally and can avoid costly mistakes. Beginning with the issues a business owner should be concerned with prior to an IPO or sale, the book flows chronologically, moving step-by-step through these transactions and into post-transaction diversification, reinvestment, and philanthropy. To address the issue of conflict of interest and distill "pure," practical advice, investment expert Louis Crosier has combined the deep research resources of brand-name companies with the specialized advice of boutique firms. He has assembled a team of senior professionals from well-known national organizations, including PricewaterhouseCoopers, State Street Global Advisors, and Harvard University, among others, and combined them with partners of smaller firms whose independent viewpoint gives them additional latitude to write candidly about issues such as fees, performance, and hiring and firing advisors. ISBN 047148623X: \$39.95 C/CH/M/ND(Ref)

41. Sherman, Andrew J.
Franchising & licensing : two powerful ways to grow your business in any economy / Andrew J. Sherman. AMACOM, ©2004. 436 p. 658.8708 SHE

For well over a decade, *Franchising & Licensing* has been the standard reference for industry executives, consultants, and academics. Covering every aspect of these complex but highly profitable business strategies, the new third edition is applicable to domestic and international franchising initiatives alike. Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, *Franchising & Licensing* remains the definitive resource for corporations in a myriad of industries. ISBN 0814472222: \$44.50; ISBN 0814404502 C/CH/M/ND(Ref)

42. Simpkins, Robert A.
The secrets of great sales management : advanced strategies for maximizing performance / Robert A. Simpkins. American Management Association, ©2004. 212 p. 658.81 SIM

The Secrets of Great Sales Management helps build a stronger connection between a company's goals and team's sales strategy. It's a timely tool with everything one needs to build and maintain an outstanding sales program – now. Between technology, globalization, and the ever-accelerating pace of business, mastery of sales and sales management depends on the ability to respond to changing products, customers shifting gears, and the mercurial rise and fall of markets. This book presents a powerful and dynamic approach that

lets any sales team stay ahead of the curve. This easy-to-apply process reveals the crucial milestones and objectives in the planning, preparation, and execution of a sales strategy. Author Robert Simpkins provides a roadmap that will guide an organization to substantially greater sales. The book also includes two powerful self-assessment exercises: a leadership growth plan to help you identify strengths, weaknesses, opportunities, and threats (SWOT analysis); and a 22-point Checklist for Success for making sure you're doing everything possible to benefit the team and the company. It's filled with clear examples, practical tools, and the author's proven methods for getting the most year after year. ISBN 0814472389: \$19.50 C/CH/M/ND(Ref)

43. Spector, Robert.
Category killers : the retail revolution and its impact on consumer culture / Robert Spector. Harward Business School Pub., ©2005. 219 p. 658.87 SPE

In *Category Killers*, veteran journalist Robert Spector argues that retail giants have done more than dramatically alter our buying experience. They've also ingeniously rewritten the retail playbook and, in the process, forever altered cultural and economic factors from traffic patterns and land-use legislation to taxation, migration, and employment. Spector traces the rise and influence – for better and worse – of category killers from pioneer Toys "R" Us to Home Depot to Starbucks. He also examines the impact of warehouse clubs like Costco and Sam's Club, and every retailer's ultimate nemesis, Wal-Mart. Based on decades of research and investigative reporting, *Category Killers* provides insights into the past, present, and future of retailing. ISBN 1578519608: \$27.95 CH

44. Strauss, Steven D.
The small business bible : everything you need to know to succeed in your small business / Steven D. Strauss. John Wiley & Sons, Inc., ©2005. 658.022 STR

Strauss provides tips, insider information, and real-life success stories for novice entrepreneurs and established business owners. Covering all aspects of small business operation and strategies, the book is organized into nine sections, with information on developing a business idea, writing a business plan, dealing with people, branding, bookkeeping, marketing, home-based businesses, and operating on a shoestring budget. ISBN 0471684317 (pbk.): \$19.95 C/CH/M/ND(Ref) (*Adapted from Book News, Inc., ©2004*)

45. Sutton, Dave.
Enterprise marketing management : the new science of marketing /
Dave Sutton and Tom Klein. J. Wiley & Sons, ©2003. 224 p.
658.8 SUT

This is the manifesto for the New Science of Marketing. It gives marketing managers of any company the tools and know-how to create nothing less than a marketing revolution. The revolution is marketing that works, marketing that sells. Building on the principles laid out in marketing guru Sergio Zyman's *The End of Marketing as We Know It*, authors Sutton and Klein lay out a clear, proven path for: Creating a compelling, data-driven brand positioning that is guaranteed to drive sales. Translating your brand positioning into a brand experience to ensure that every company asset is always selling. Putting ROI at the center of everything that marketing does. The name of this path – *Enterprise Marketing Management*. Along the way, they provide the essential guide for transforming marketing into a scientific discipline and leveraging every element of the enterprise to drive sales, especially enterprise information. This book gives what is needed to know to bring an ROI mindset to everything marketing does. With the right toolsets and a scientific discipline, marketers are liberated to focus on what every marketer should want to do – sell more. ISBN 0471267724: \$29.95 C/CH/M/ND(Ref)

46. Szczurek, Theresa M.
Pursuit of passionate purpose : success strategies for a rewarding
personal and business life / Theresa M. Szczurek. John Wiley & Sons,
©2005. 284 p. 650.1 SZC

In *Pursuit of Passionate Purpose*, author and entrepreneur Theresa Szczurek taps into her decades of experience and four years of research to reveal the secret to a successful, rewarding personal and professional life. At the heart of this life-changing book is the premise that every person can produce extraordinary results and reap the real rewards of life. But how? Here, Szczurek shows that the real key to success is caring passionately about what one desires and then pursuing it with true determination. Based on the everyday wisdom of eighty real people from all walks of life, along with the practical strategies she used to build her own successful company, Szczurek presents a proven, step-by-step plan for effectively pursuing any passionate purpose. ISBN 0471703249: \$24.95 C/CH/M/ND(Ref)

47. Thite, Mohan.
Managing people in the new economy : targeted HR practices that persuade people to unlock their knowledge power / Mohan Thite. Sage Publications, 2004. 293 p. 658.4038 THI

Thite analyzes current theories and practices of human resources management and strategically aligns them with the emerging knowledge economy. Aimed at senior HR practitioners and academics, the volume offers suggestions for transforming the people management function so that it can fulfill its role in leveraging intellectual capital. Sample topics include attracting and retaining talent, creating reward systems, and managing people in a multinational context. ISBN 0761998365(U.S. : pbk.): \$49.0024.95; ISBN 8178293293 (India : pbk.) C/CH/M/ND(Ref) (*Adapted from Book News, Inc., ©2004*)

48. Till, David W.
The recipe for simple business improvement / David W. Till. ASQ Quality Press, 2004. 150 p. 658.4 TIL

David Till helps explain the different philosophies of continuous improvement, breaking each down to its common similarities. The book lays out an effective and uncomplicated path that can be followed by any organization, small or large, to bring about significant business-improvement. Till introduces his six key ingredients that serve as the building blocks for all successful business improvement efforts. He explains in detail how each works and can be implemented, placing particular emphasis on the role of leaders in the change process. Finally, the last chapter is a short fictitious story that ties these theories and strategies together and demonstrates how they can be utilized in the 'real world'. This work is particularly suitable for application where resources are limited, or there is a desire to gain rapid improvement such as turnaround situations. The book also includes a CD-ROM. ISBN 0873896092: \$15.00 C/CH/M/ND(Ref)

49. Topchik, Gary S.
The accidental manager : get the skills you need to excel in your new career / Gary S. Topchik. AMACOM, American Management Association, ©2004. 180 p. 658.409 TOP

Every day, people are promoted into the ranks of management even if they never intended to become managers. They agree to their new

responsibilities either to stay employed or to make more money. It is a universal phenomenon. But for these "accidental managers," it makes more sense to manage well than to manage badly, and this book tells them how. Using examples and real-life case studies, *The Accidental Manager* gives readers the tools they need to make the most of their situation, showing them how to: develop their people by having them work on their own and with others; actively listen in order to build trust and increase communication; give positive and constructive feedback to keep employees on track; and motivate by providing the best possible environment for each team member. The book reveals the ten worst types of managers (and how to avoid being one of them), and features a special Management Assessment tool. *The Accidental Manager* gives managers the skills they need to shine in their new positions. ISBN 0814471803: \$15.95 C/CH/M/ND(Ref)

50. Veloso, Maria.
Web copy that sells : the revolutionary formula for creating killer copy every time / Maria Veloso. AMACOM, ©2005. 217 p. 658.872 VEL

In order for a Web site to sell effectively, it must appeal to the unique culture, mindset, and psychology of the Web. Simply put, what works in the brick-and-mortar world does not necessarily grab Web shoppers. Companies selling products and services online need to promote their wares with engaging copy that grabs attention and compels Web site visitors to buy. *Web Copy that Sells* presents copy strategies that have been proven time and again in the e-commerce arena. Maria Veloso, perhaps the most widely acclaimed Web copywriter in the world, reveals her revolutionary approach based on five simple questions, which, when answered, make the copy practically write itself. Veloso crams all the information from her 12-hour, \$997 live seminars into a comprehensive book that will help any Web copywriter. ISBN 0814472494: \$21.95 C/CH/M/ND(Ref)

51. Watkins, Michael.
The first 90 days : critical success strategies for new leaders at all levels / Michael Watkins. Harvard Business School Press, ©2003. 253 p. 658.4 WAT

Whether challenged with taking on a startup, turning a business around, or inheriting a high-performing unit, a new leader's success or failure is determined within the first 90 days on the job. In this hands-on guide, Michael Watkins, a noted expert on leadership transitions, offers proven strategies for

moving successfully into a new role at any point in one's career. *The First 90 Days* provides a framework for transition acceleration that will help leaders diagnose their situations, craft winning transition strategies, and take charge quickly. Practical examples illustrate how to learn about new organizations, build teams, create coalitions, secure early wins, and lay the foundation for longer-term success. In addition, Watkins provides strategies for avoiding the most common pitfalls new leaders encounter, and shows how individuals can protect themselves – emotionally as well as professionally – during what is often an intense and vulnerable period. ISBN 1591391105: \$24.95 C/CH/ND(Ref)

52. Weill, Peter.
IT governance : how top performers manage IT decision rights for superior results / Peter Weill and Jeanne Ross. Harvard Business School Press, ©2004. 269 p. 658.4038 WEI

Firms with superior IT governance have twice the profit of firms with poor governance given the same strategic objectives. These top performers have custom-designed IT governance for their strategies. Just as corporate governance aims to ensure quality decisions about all corporate assets, IT governance links IT decisions with company objectives and monitors performance and accountability. Based on a study of 250 enterprises worldwide, *IT Governance* shows how to design and implement a system of decision rights that will transform IT from an expense to a profitable investment. Weill and Ross explain why firms with superior IT governance systems have 20 percent higher profits than firms with poor governance, and tell executives what their companies need to do to realize the value of their IT. Their guide shows how to design and implement a coordinated set of decision-making processes so that all managers, not just the CIO or CTO, use IT to achieve the company's strategic and financial goals. They include examples from organizations such as DuPont, MetLife, Delta Air Lines, and the UK Metropolitan Police. ISBN 1591392535: \$24.50 CH (Adapted from *Book News, Inc.*, ©2004)

53. When good people behave badly. Harvard Business School Press, ©2004. 175 p. 658.3 WHE

Drawn from the pages of *Harvard Business Review*, each insightful guide poses a range of familiar and perplexing business situations and shares the wisdom of a small group of leading experts on how each of them would resolve the problem. Engagingly written, these interactive, solutions-oriented collections allow readers to match wits with the experts. They are designed to help

managers hone their instincts and problem-solving skills to make sound judgment calls on everyday management dilemmas. Drawn from the pages of the *Harvard Business Review*, this collection of six case studies examines a wide range of behavioral issues that could threaten productivity and morale, from verbal abuse to demeaning directives to employees whose emotions seem "on the edge." Each fictional case is followed by analysis by expert commentators, providing managers with varied insights into the challenging people issues regularly faced by management and possible ways to handle those challenges. ISBN 1591395046: \$19.95 CH (Adapted from *Book News, Inc.*, ©2004)

54. Williams, Richard L.
Tell me how I'm doing : a fable about the importance of giving feedback / Richard L. Williams. AMACOM, American Management Association, 2004. 126 p. 658.314 WIL

Tell Me How I'm Doing illustrates the importance of feedback using a simple fable in which a beleaguered manager recognizes the enormous impact feedback can have in his organization...by experiencing first-hand what it feels like to go without it. The book then provides step-by-step guidance for improving one's own ability to relate to the people around them and become more effective in every sphere of their life. The book helps in taking a personal inventory of one's own feedback style, and introduces readers to the four distinct types of feedback – supportive, corrective, abusive, and insignificant – and clarifies when to use the first two, and how to avoid the others. Readers will also learn about the ten essential dimensions of feedback. By understanding how to interact more constructively with one's peers, one can create a positive, productive, and dynamic culture that serves everyone well. *Tell Me How I'm Doing* is an engaging story and an essential guide to using feedback to communicate goals, improve performance, and achieve greater success in every aspect of life. ISBN 081440832X: \$19.95 C/CH/M/ND(Ref)

COMMUNICATION

55. Boczkowski, Pablo J.
Digitizing the news : innovation in online newspapers / Pablo J. Boczkowski. MIT Press, ©2004. 243 p. 070.4 BOC

In this study of how daily newspapers in America have developed electronic publishing ventures, Pablo Boczkowski shows that new media emerge

not just in a burst of revolutionary technological change but by merging the structures and practices of existing media with newly available technical capabilities. His multi-disciplinary perspectives of science and technology, communication, and organization studies allow him to address the connections between technical, editorial, and work facets of new media. This approach yields analytical insights into the material culture of online newsrooms, the production processes of new media products, and the relationships between offline and online dynamics. ISBN 0262025590: \$22.50 CH/ND

ECONOMICS

56. Crystal, Jonathan.
Unwanted company : foreign investment in American industries / Jonathan Crystal. Cornell University Press, 2003. 230 p. 332.673 CRY

Unwanted Company examines the different ways in which important U.S. industries (including semiconductors, automobiles, steel, consumer electronics, telecommunications, and airlines) reacted to this new challenge. It focuses on the political responses of U.S.-owned firms to how Washington ought to regulate foreign direct investment and how it ought to treat foreign-owned firms in the United States. Some industries welcomed (or at least didn't oppose) foreign investment, whereas others sought restrictive and discriminatory policies. Crystal demonstrates how the nature of the domestic political environment shapes the translation of economic interests into policy preferences. ISBN 0801441234: \$31.00 C/CH/ND

57. Duffy, Robert J.
The green agenda in American politics : new strategies for the twenty-first century / Robert J. Duffy. University Press of Kansas, ©2003. 260 p. 333.72 DUF

This book traces those actions and shows what they mean for the future of environmentalism in the political arena. While environmental advocacy groups have become bigger and better funded in recent years, so have the corporate interests that compete with them for the attention of public and politicians. *The Green Agenda in American Politics* offers a new look at environmental advocacy that focuses on contemporary lobbying, electioneering, and agenda setting in this new context. Drawing on interviews with activists

from a wide range of organizations, Robert Duffy describes what environmental groups actually do when lobbying officials or the public. He examines activity at both national and state levels to emphasize their growing use of websites, email, and action alert networks to conduct more sophisticated grassroots campaigns, and he shows how they are devoting more funds to unregulated forms of spending such as independent expenditure, issue advocacy advertising, and public education campaigns. Duffy also tracks emerging trends in interest group politics and provides an overview of activism through the early 1990s. He then documents the emergence of more aggressive action after 1994, such as providing campaign services to candidates and mounting voter registration drives. He also shows how state and local groups have begun to play more important roles in the wake of the rollback of federal environmental regulations. Brimming with new insights into interest group lobbies in general and contemporary environmental groups in particular, Duffy's book opens a new window on the influence of Big Money in the supposedly democratic electoral process. This book is part of the *Studies in Government and Public Policy* series. ISBN 0700612785 (pbk.): \$33.00; ISBN 0700612777 M/ND

HISTORY & CIVILIZATION

58. Baker, Jean H.
James Buchanan / Jean H. Baker. Times Books, ©2004. 172 p.
973.68 BUC

Few politicians came to the White House with as stellar a resume as James Buchanan. In a career spanning more than forty years, he served in the Pennsylvania state legislature, the House of Representatives, and the U.S. Senate; he was secretary of state and minister to Great Britain; he was even offered a seat on the Supreme Court. His election in 1856 seemed to hold out some hope for bridging the growing chasm between North and South, for he was a northerner who sympathized with the political claims of his southern compatriots. The hope was that Buchanan would draw on the experience of his long years in public service to reach out to both sides and pull the nation back from the brink. But, as Jean H. Baker shows in this portrait of the fifteenth president, Buchanan succeeded only in fanning the flames of disunion, allowing his southern sympathies to blind him to the grim consequences for the nation, making the Civil War all but inevitable. While he had served his nation well in subordinate positions, as a leader Buchanan displayed a pronounced inability to compromise, while offering no creative vision to solve the implacable conflicts tearing the country apart. Baker also demonstrated how Buchanan's personality

played a critical role in why he failed so abysmally as the nation's leader. The only president never to have married, Buchanan led a circumscribed and lonely emotional life, turning often to his cabinet members and political advisers for social companionship, which in turn meant that he lacked the emotional distance to say no to them when their advice was ill-considered. By the time Buchanan's term ended in 1861, the split in the country had widened into secession and near rebellion, and the president's refusal to take action to preserve the union during his last months in office made a bad situation incalculably worse. It would take the greatness of Abraham Lincoln and four years of civil war to bind the wounds that had festered during Buchanan's time. ISBN 0805069461: \$15.00 C/ND

59. Burns, James MacGregor.
George Washington / James MacGregor Burns and Susan Dunn. Times Books, ©2004. 185 p. 973.3 WAS

Like other volumes in the American Presidents series, edited by Arthur Schlesinger Jr., this biographical essay focuses on a handful of themes through which to examine Washington's life before and during his presidency. The book's first half examines how Washington, "ferociously ambitious" and "fiercely protective of his own reputation," meticulously crafted his public image, even years before the American Revolution, to emphasize the virtues of self-sacrifice and dignity. While acknowledging the extent to which Washington craved esteem from others, the authors are basically sympathetic, framing his ambition within the context of his role in defining the young nation's political institutions. In fact, Washington is somewhat invisible during passages depicting the power struggles among subordinates in the first administration. This allows Burns and Dunn to build on the former's theories about "transforming leadership" (which he presented in a book of that title) and to praise Washington's creation of a collective leadership, rather than establishing a solitary ruling authority, as an achievement "never to be surpassed in American presidential history." The authors also offer a frank appraisal of how Washington inadvertently sowed the seeds of political discord even as he developed national unity. This compact appraisal won't radically alter anybody's perspective on Washington. But its points are made briefly without sacrificing substance. ISBN 0805069364: \$15.00 C/ND (*Adapted from Publishers Weekly, ©2003*)

60. Dean, John W.
Warren G. Harding / John W. Dean. Times Books, ©2004. 202 p.
973.914 HAR

Dean – of Watergate fame and author of the memoirs *Blind Ambition* and *Lost Honor* – does his best to make Warren G. Harding's lethargic life and scandal-laced presidency sound interesting. Throughout his entire pre-presidential career – including stints in both the Ohio state senate and the U.S. Senate – Harding was, for the most part, nothing more than an amiable nonentity. No bill of any consequence bore his name nor did he champion any measure worth recalling. Elected the nation's 29th chief executive in 1920 by an overwhelming vote in a postwar reaction against Wilson's foreign policies, Harding was the first president born after the Civil War. He was destined to die in office in 1923, but even before his death, he allowed the infamous Teapot Dome fiasco (based largely on dubious dealings conducted by the most notorious of Harding's many mediocre appointees – the anticonservationist secretary of the interior, Albert B. Fall) to occur. In an attempt to give Harding his due, Dean points out that he did at least bring to an end President Wilson's longstanding practice of excluding blacks from federal appointments. As well, in a speech of rare passion and boldness delivered in Birmingham, Ala., he called for political, economic and educational equity between the races. His most permanent domestic accomplishment, however, was as dull as it was necessary: the creation of the Bureau of the Budget. ISBN 0805069569: \$15.00 C/ND
(Adapted from *Publishers Weekly*, ©2003)

61. Jenkins, Roy.
Franklin Delano Roosevelt / Roy Jenkins ; completed with the assistance of Richard E. Neustadt. Times Books, ©2003. 186 p.
973.917 ROO

Distinguished British historian Jenkins (author of the recent bestselling biography *Churchill*) died in January 2003. He left this brief biography of Franklin Delano Roosevelt for Arthur Schlesinger's American Presidents series largely complete. Now published with a conclusion written by another eminent historian, Richard Neustadt, the volume comprises a concise yet coherent and quite reliable summation of Roosevelt's fascinating life and presidency. Jenkins captures Franklin Delano Roosevelt in all his contradictions. As the author astutely notes, although a Knickerbocker squire from New York's Hudson Valley-arguably the most Europe-oriented part of the United States – Franklin Delano Roosevelt was "peculiarly successful at transcending geography and uniting the continent." Whomever he met, he charmed, be it some simple farmer

or Winston Churchill. But the one he charmed before most others, his fifth cousin and spouse, Eleanor Roosevelt, came to view him cynically. She recognized that intermixed with his enormous capacity and willingness to do good, there was a certain self-serving casualness that permitted numerous petty lies perpetrated on friends, allies and family. Elegantly describing Roosevelt's course through a score of personal and political ordeals, Jenkins astutely shows us the man in all his many incarnations: the confident son of privilege who morphed into a wry, young politico on the rise; the startled victim, for whom all things had previously come so easily, hitting the brick wall of polio and fighting back, strenuously leading his broken country out of its two great 20th-century crises: the Great Depression and World War II. ISBN 0805069593: \$15.00 C/ND (*Adapted from Publishers Weekly, ©2003*)

62. Karabell, Zachary.
Chester Alan Arthur / Zachary Karabell. Times Books, 2004. 170 p.
973.84 ART

Chester Alan Arthur never dreamed that one day he would be president of the United States. He had enjoyed a long and successful career as a lawyer and Republican Party operative in New York City, where he served as collector of customs for the Port of New York, the biggest plum on the tree of political patronage. But in 1878 a power struggle between two wings of the Republican Party resulted in Arthur's forced removal from his post. The controversy made him a political celebrity and led to his nomination for vice president – despite his never having run for office before. Elected with James A. Garfield in 1880, Arthur found his life transformed just months into his term, when an assassin shot and killed Garfield, catapulting Arthur into the presidency. The assassin was a deranged man who thought he deserved a federal job through the corrupt "spoils system." To the surprise of many, Arthur, a longtime beneficiary of that system, saw that the time had come for reform. His opportunity came in the winter of 1882-83, when he played a crucial role in the passage of the Pendleton Civil Service Act, which created a professional civil service and set America on a course toward greater reforms in the decades to come. Chester Arthur may be one of the lesser-known chief executives, but Zachary Karabell, the author of several highly regarded works of American and world history, shows how this president of whom so little was expected rose to the occasion when fate placed him in the White House. Arthur grew in office, frustrated those who demanded special treatment, and left the presidency in better shape than he found it. ISBN 0805069518: \$15.00 C/ND

63. Looking for America : the visual production of nation and people / edited by Ardis Cameron. Blackwell, ©2005. 390 p. 973.91 LOO

This collection explores the role of the "visual" in shaping American identity. Introducing students to the visual in all its complexity and variety on the American scene – the language of signs; the historical construction and meaning of "types;" and the uses and politics of photography, film, bodily display, and documentaries – the volume underscores the productivity of the visual in thinking about race, gender, ethnicity, sexuality, and regionality. It clearly demonstrates that the ways in which people see and are seen determine who they are and how they see themselves as citizens and Americans. An editorial introduction places the articles within a narrative structure that tells a collective tale of how this experiment called "America" took on visual shape and meaning. Suggested readings, a primer on how to "read" an image, and a listing of visual archives and collections complete the volume, making this an indispensable text for those in American studies and related fields. ISBN 1405114665 (pbk.): \$32.50; ISBN 1405114657 C/CH/M/ND

INFORMATION SCIENCE & TECHNOLOGY

64. Coley, Lon.
How to use Macromedia Dreamweaver MX 2004 and Fireworks MX 2004 / Que, 2003. 396 p. REF 006.6869 COL

How to Use Macromedia Dreamweaver MX 2004 and Fireworks MX 2004 provides visual solutions to more than 100 Dreamweaver and Fireworks tasks. Full-color illustrations and figures lead the reader through each task with easy-to-follow directions and visual cues. The Dreamweaver/Fireworks Suite can be a somewhat intimidating combination for the beginning user, but with its visual, step-by-step approach, makes it simple to learn the basic techniques involved in using Dreamweaver and Fireworks. ISBN 0789727250: \$29.99 (For use only in the AIRC) C/CH/M/ND

65. Liu, Alan.
The laws of cool : knowledge work and the culture of information / Alan Liu. University of Chicago Press, ©2004. 573 p. 303.48 LIU

Knowledge work is now the reigning business paradigm and affects even the world of higher education. But what perspective can the knowledge of

the humanities and arts contribute to a world of knowledge work whose primary mission is business? And what is the role of information technology as both the servant of the knowledge economy and the medium of a new technological cool? In *The Laws of Cool*, Alan Liu reflects on these questions as he considers the emergence of new information technologies and their profound influence on the forms and practices of knowledge. ISBN 0226486990 (pbk.): \$16.87; ISBN 0226486982 CH

INTERNATIONAL AFFAIRS

66. Biddle, Stephen D.
Military Power : explaining victory and defeat in modern battle / Stephen Biddle. Princeton University Press, ©2004. 337 p. 355.02 BID

This book provides a systematic account of how force employment interacts with materiel to produce real combat outcomes. Stephen Biddle argues that force employment is central to modern war, becoming increasingly important since 1900 as the key to surviving ever more lethal weaponry. Technological change produces opposite effects depending on how forces are employed; to focus only on material is thus to risk major error – with serious consequences for both policy and scholarship. Biddle provides a systematic account of force employment's role and shows how this account holds up under rigorous, multi-method testing. The results challenge a wide variety of standard views, from current expectations for a revolution in military affairs to mainstream scholarship in international relations and orthodox interpretations of modern military history. *Military Power* will have a resounding impact both on scholarship in the field and on policy debates over the future of warfare, the size of the military, and the makeup of the defense budget. ISBN 0691116458: \$28.00 C

67. Blix, Hans.
Disarming Iraq / Hans Blix. Pantheon Books, ©2004. 285 p. 956.7044 BLI

Blix reluctantly came out of retirement in 2000 to lead the U.N. weapons inspections team in Iraq because he was the only man everyone could agree on for the job. Three years later, those clamoring for military intervention grumbled at his inability (or, as they saw it, refusal) to present evidence of

weapons of mass destruction, but he reminds readers that his assignment was to assess and report on the available evidence. Although his instincts told him Saddam was probably "still engaged in prohibited activities and retained prohibited items," as he dryly puts it, hard evidence never materialized. This play-by-play account of the months of diplomacy and inspection efforts leading up to the war is almost always strictly professional in tone, and though it does take us behind closed doors for meetings with world leaders, nothing here will radically transform the historical record or the ongoing debate. Blix doesn't have any scores to settle; while noting that Condoleezza Rice was never bashful about expressing her opinion, for example, he notes that she never tried to exert undue influence over him. He even laughs off some of the sharpest barbs from the conservative press. When he does, near the end, shift emphasis from facts to opinions, he suggests the American-led drive to war was led at least in part by "a deficit of critical thinking," and that the much-ballyhooed WMD threat probably doesn't exist but he doesn't lament Hussein's overthrow. His sober account probably won't sway hard-line critics, but it offers insightful perspective on how the Iraq situation snowballed into a geopolitical crisis. ISBN 0375423028: \$18.50 CH (Adapted from *Publishers Weekly*, ©2004)

68. Cohen, Stephen P.
The idea of Pakistan / Stephen Philip Cohen. Brookings Institution Press, ©2004. 382 p. 954.91 COH

In recent years Pakistan has emerged as a strategic player on the world stage – both as a potential rogue state armed with nuclear weapons and as an American ally in the war against terrorism. To probe beyond the headlines, Stephen Cohen, author of the prize-winning *India: Emerging Power*, offers a panoramic portrait of this complex country – from its origins as a homeland for Indian Muslims to a military-dominated state that has experienced uneven economic growth, political chaos, sectarian violence, and several nuclear crises with its much larger neighbor, India. Cohen offers a double biography. The first is of the idea of Pakistan, the notion that India's Muslims need a homeland for their protection and to fulfill their cultural and civilizational destiny. The second is of the state of Pakistan, which he characterizes as military-dominated, hostile to most of its neighbors, weak and uneven economically, and wracked with political chaos and sectarian violence. ISBN 0815715021: \$28.00 CH (Adapted from *Book News, Inc.*, ©2004)

69. Mueller, John E.
The remnants of war / John Mueller. Cornell University Press, 2004.
258 p. 355.02 MUE

War is hell regardless of how its cost is measured: in human lives, suffering, destruction, or financial cost. Mueller argues that war is similar to slavery, as both an institution and a belief. As such, major war, like slavery, has been condemned by developed nations and certainly after the Cold War has been used rarely. Mueller contends that, as major war declines, we are left with primarily civil wars and terrorism waged by criminals and thugs. Well researched and well organized, with clear, original arguments supported by notes and bibliography, this thought-provoking piece will have tremendous policy implications as nations, especially the United States, structure their militaries to deal with these smaller policing actions. ISBN 0801442397: \$23.96 CH (*Adapted from Library Journal, ©2004*)

70. Stahlberg, Rainer.
Surviving terrorism : how to understand, anticipate, and respond to terrorist attacks / Rainer Stahlberg. Barricade, ©2003. 200 p.
613.6 STA

Survival expert Rainer Stahlberg offers this practical look at terrorism in today's world, its tools and tactics, its manifestations and consequences, and the many successful ways the average citizen can protect themselves from these insidious threats. This timely situational field manual is ideal for anyone wondering what may be coming next in the terrorist war against the United States and other western nations. In the wake of the September 11, 2001 attack on the World Trade Center and the Pentagon, Americans rushed to buy gas masks and to stockpile antibiotics against anthrax and other infectious diseases. But was this the right thing to do? This comprehensive guide helps individuals to understand, anticipate, and respond to a variety of terrorist acts: hijacking, incendiary devices, chemical and biological contamination, hi-tech terrorism, and nuclear and radiological warfare. ISBN 1569802300: \$27.50 ND

71. White, Richard Alan.
Breaking silence : the case that changed the face of human rights / Richard Alan White. 300 p. 323.044 WHI

White gives the reader a first-hand account, taking into the family with him to give witness not only to their agony and sorrow, but to their resolute

strength as well strength that led to a groundbreaking \$10 million legal decision in *Filartiga v. Pena*. The Paraguayan police officer responsible for Joelito's vicious murder, Americo Norberto Pena-Irala, was found hiding in Brooklyn and arrested. That landmark decision, based on the almost obscure Alien Tort Claims Act of 1789, ruled that U.S. courts could accept jurisdiction in international cases – recognizing the right of foreign human rights victims to sue – even though the alleged violation occurred in another country by a non-American and against a non-American. So fundamentally has the *Filartiga* precedent changed the landscape of international human rights law that it has served as the basis for nearly 100 progeny suits, and grown to encompass not only human rights abuses but also violations of international environmental and labor rights law. Today, there are dozens of class action suits pending against corporate defendants ranging from oil conglomerates destroying the Amazon rain forest to designer clothing companies running sweatshops abroad. Dr. *Filartiga* was nominated for the Nobel Peace Prize in 2001, and the Alien Tort Claims Act continues to be hotly debated among politicians and lawmakers. ISBN 1589010329: \$18.85 C/CH/M/ND

LAW

72. Bell, Derrick A.
Silent covenants : Brown v. Board of Education and the unfulfilled hopes for racial reform / Derrick Bell. Oxford University Press, 2004.
230 p. 344.73 BEL

Bell, who helped litigate school desegregation cases after the momentous 1954 *Brown* decision, initially believed that racial justice would ensue, but he has long had second thoughts. *Brown*, he contends, is a "magnificent mirage," the Supreme Court's order of "all deliberate speed" a willingness to sacrifice black rights to white resistance, not to mention its decades-later unwillingness to acknowledge metropolitan housing patterns and extend desegregation to the suburbs. Noting, among other things, the importance of *Brown* as a gesture to the decolonizing world, Bell considers it akin to the Emancipation Proclamation, another decision in which blacks obtained relief only when it served the best interests of the country. He posits an alternative *Brown* decision, one that acknowledges that segregation afflicts whites as well as blacks and that orders immediate equity of resources and representation; this enforcement of the Supreme Court's infamous "separate but equal" doctrine, Bell believes, would have inevitably eroded separation. He acknowledges that desegregation has increased the achievement of black students, but economic

and housing barriers have increasingly limited such opportunities. Similarly, the controversy over affirmative action obscures economic issues – such as budget cuts – that pose even greater barriers to minorities seeking higher education. Given the endurance of racism, Bell suggests multiple, pragmatic tactics to resist oppression, rather than the "romantic love of integration" or even the "long-sought goal of equality under law." Bell's wide-ranging provocations effectively challenge those who still consider Brown the "Holy Grail of racial justice." ISBN 0195172728: \$25.00 CH (Adapted from *Publishers Weekly*, ©2004)

73. Mack, Raneta Lawson.
Equal justice in the balance : America's legal responses to the emerging terrorist threat / Raneta Lawson Mack & Michael J. Kelly ; with a foreword by Michael Ratner. University of Michigan Press, ©2004. 296 p. 342.7308 MAC

Coming to market with uncharacteristic speed for an offering from a university press, this disorganized tome could have used a less hasty production schedule. Mack and Kelly ask how much latitude a government should receive without appropriate checks and balances. They fill the early chapters with wordy and opaque meditations on the definitions of "terror" and "justice," and eventually assert that what the West really needs to do is to make sure that the Islamic world knows we care. The issues they raise are important: the treatment of detainees at Guant namo, the government's holding of suspected terrorists without access to lawyers, the government's expanded use of wire-tapping, and congressional reservations about new security policies. Far too often, the authors merely denounce without providing explanation or analysis to back up their assertions. Analyzing what they see as the shortcomings of the USA Patriot Act section by section, for example, they argue that it broadens too far the justifications for seizing and disposing of suspected terrorists' property, makes it difficult to distinguish legitimate dissent from unlawful behavior and dramatically expands the government's ability to eavesdrop. Unraveling such insights from extraneous matter, however, will prove frustrating to even the most sympathetic and patient of readers. ISBN 0472113941: \$34.50 C/CH/ND (Adapted from *Publishers Weekly*, ©2004)

74. Understanding constitutional issues : selections from The CQ researcher. CQ Press, ©2004. 377 p. REF 342.73 UND

The 17 CQ Researcher reports included in this collection are organized into four sections on governmental powers and structure, security, liberty, and

equality. Each section begins with an essay that weaves together the related reports, examines the relevant constitutional concepts, and discusses new developments. Some issues considered are gay marriage and presidential power. The reader-friendly layout includes boxed readings, chronologies, tables and graphs, and b&w photos. The book helps understand the relationship between current events and constitutional principles. ISBN 1568028857 (pbk.): \$44.00 (For use only in the AIRC) C/CH/ND (Adapted from Book News, Inc., ©2004)

75. Yerrid, C. Steven.
When justice prevails / C. Steven Yerrid. Yorkville Press, ©2003.
391 p. 340 YER

Well-known Florida trial lawyer Yerrid here presents eight of his most important cases on medical malpractice, liability, maritime catastrophe, tobacco, intellectual property, and other areas of law. He details his personal experiences with the clients, his preparation for litigation, and the trials themselves. Summaries of the cases and lengthy excerpts from the trials are included. Some cases, such as the Tampa Bay Skyway Bridge case, the Jessica Bowden (Johnny Jump-Up) case, and the Florida tobacco lawsuit, are well known. Yerrid also brings in personal views about life, family, and justice. While not as exciting as criminal cases, where life, death, and freedom are at stake, this book is nonetheless in the tradition of F. Lee Bailey's *For the Defense*, Roy Black's *Black's Law*, or Alan Dershowitz's *The Best Defense*. ISBN 097294270X: \$28.95 ND (Adapted from Library Journal, ©2003)

LANGUAGE AND LITERATURE

76. Bloom, Harold.
Where shall wisdom be found? / Harold Bloom. Riverhead Books,
©2004. 284 p. 809 BLO

Emulating one of his favorite critics, Dr. Samuel Johnson, Bloom returns once more to sift through the Western canon, this time to discern and describe those writers whose brand of wisdom he holds in highest esteem. Beginning with Job and Ecclesiastes, and ranging from Plato, Homer, Cervantes, Shakespeare, Montaigne, Francis Bacon, Johnson and Goethe to Emerson, Nietzsche, Freud and Proust, Bloom writes gracefully about each as he evaluates by comparison and teases out indicators of their subtle interrelationships. Into

this highbrow brew he interjects a personal note, describing how he is writing in the aftermath of life-threatening illness and with a renewed sense of the preciousness of literature's great lessons. At the heart of Bloom's project is the ancient quarrel between poetry and philosophy. In Bloom's opinion, "we ought not have to choose between Homer and Plato; we can have both, as long as we recognize that poetry is superior." Bloom considers Cervantes and Shakespeare the masters of wisdom in modern literature, "equals of Ecclesiastes, and the Book of Job, of Homer and Plato." He justifies his tastes with close readings of King Lear and Macbeth that find a Shakespearean variety of nihilism, a form of wisdom Bloom identifies as central to the poetic tradition. In his intricate discussion of each great writer, Bloom offers the rich perceptions of a scholar drawing on the whole of a long and thoughtful career. ISBN 1573222844: \$24.95 C/CH/M/ND (Adapted from *Publishers Weekly*, ©2004)

77. Capote, Truman.
The complete stories of Truman Capote / introduction by Reynolds Price. Random House, ©2004. 300 p. CAP

Most readers know Truman Capote as the author of *Breakfast at Tiffany's* and *In Cold Blood*; or they remember his notorious social life and wild and witty public appearances. But he was also the author of superb short tales that were as elegant as they were heartfelt, as grotesque as they were compassionate. Now, on the occasion of what would have been his eightieth birthday, Random House presents the first collection that includes all of Capote's short fiction – a volume that confirms his status as one of the masters of this form. ISBN 0679643109: \$18.70 C/CH/ND

78. Dubey, Madhu.
Signs and cities : Black literary postmodernism / Madhu Dubey. University of Chicago Press, ©2003. 284 p. 810.9 DUB

Signs and Cities is the first book to consider what it means to speak of a postmodern moment in African American literature. Dubey argues that for African American studies, postmodernity best names a period, beginning in the early 1970s, marked by acute disenchantment with the promises of urban modernity and of print literacy. Dubey shows how black novelists from the last three decades have reconsidered the modern urban legacy and thus articulated a distinctly African American strain of postmodernism. She argues that novelists such as Octavia Butler, Samuel Delany, Toni Morrison, Gloria Naylor, Ishmael Reed, Sapphire, and John Edgar Wideman probe the disillusionment of urban

modernity through repeated, almost obsessive recourse to tropes of the book and scenes of reading and writing. Although the outpouring of fiction by African Americans since the 1970s has been hailed as a flowering of black literature, Dubey demonstrates that these writers view the book with profound ambivalence, construing it as an urban medium that cannot recapture the face-to-face communities assumed by oral and folk forms of expression. ISBN 0226167275 (pbk.): \$17.60; ISBN 0226167267 CH

79. Hecht, Anthony.
Collected later poems / Anthony Hecht. Knopf, 2003. 231 p.
811.54 HEC

Anthony Hecht has earned a place alongside such poets as W.H. Auden, Robert Frost, and Elizabeth Bishop. Here under one cover are his three most recent collections – *The Transparent Man*, *Flight Among the Tombs*, and *The Darkness and the Light*. The perfect companion to his *Collected Earlier Poems*, this book brings the eloquent sound of Hecht's music to bear on a wide variety of human dramas: from a young woman dying of leukemia to the tangled love affairs of *A Midsummer Night's Dream*; from Death as the director of Hollywood films to the unexpected image of Marcel Proust as a figure skater. ISBN 1400041384: \$24.95 C/CH/M/ND

80. Ozick, Cynthia.
Heir to the glimmering world / Cynthia Ozick. Houghton Mifflin,
©2004. 310 p. OZI

Though known mainly for short stories distinguished by graceful language, Ozick here demonstrates her facility as a novelist, successfully mixing themes of faith, identity, and art into a crazy salad of a plot set in New York City during the Great Depression. When shy 18-year-old orphan Rose Meadows becomes secretary-factotum to Professor Rudolf Mitwischer, she finds herself in unstable surroundings. Obsessed with his researches into a radical Jewish sect, Mitwischer can't cope with the problems that he and his large, unruly family are facing as recent arrivals to the United States after fleeing the Nazis. The seven dysfunctional refugees, accustomed to luxury in Berlin, are now dependent on their sponsor, young millionaire James A'bair. Though generous, A'bair is neurotic and unreliable, having been emotionally unsettled by his childhood fame as the "Bear Boy" in his father's series of best-selling children's books. When James learns that Rose has inherited a first edition of the original story, complications abound, and Rose must face down family chaos to become her

own woman. This witty book will appeal to admirers of the fanciful tales in Ozick's Puttermesser Papers and to readers seeking well-written novels with intellectual depth. ISBN 0618470492: \$19.20 C/CH (Adapted from *Library Journal*, ©2004)

PHILOSOPHY & RELIGION

81. Allitt, Patrick.
Religion in America since 1945 : a history / Patrick Allitt. Columbia University Press, ©2003. 313 p. 200.973 ALL

Allitt presents an overview of religion in America from the end of World War II to the post-9/11 era. Each of the chapters deals with influential aspects of the period in overlapping chronological order (e.g., Chapter 6, "Alternative Religious Worlds 1967-1982"; Chapter 7, "Evangelicals and Politics 1976-1990"). Allitt presents the main events, trends, and movements within the religious world as well as the connection between religion and the major issues in national life at the time. Strongly influenced by such sociologists and historians as Robert Wuthnow, Peter Berger, and R. Laurence Moore, the author proposes that during this time America's religious situation changed to one of "greater diversity and greater politicization even though the separation between church and state is stronger than ever. Much has been written about religion in the late 20th century, but few books examine the entire period. ISBN 0231121547: \$24.00 CH (Adapted from *Library Journal*, ©2003)

82. Almond, Gabriel Abraham.
Strong religion : the rise of fundamentalisms around the world / Gabriel A. Almond, R. Scott Appleby, and Emmanuel Sivan. University of Chicago Press, ©2003. 281 p. 200.9 ALM

Decades of study here result in what may be the single most cogent sociohistorical analysis of the modern religious phenomenon called fundamentalism. Almond, R. Scott Appleby, and Emmanuel Sivan bring their expertise to bear on a mass of published and primary research, most particularly that of the American Academy of Arts and Sciences' five-volume Fundamentalism Project. The authors note that fundamentalism is a historical rebuff to the principle of church-state separation – a reaction to the secularization and marginalization of religion in modern society. Six meaty chapters analyze and provide a new theoretical framework for representative

fundamentalism from virtually every large, established religion. The authors examine ideological and organizational characteristics; explain the conditions that affect fundamentalism's rise, continuation, and disappearance; and define the relationship of emergent systems to the world. The final two chapters test their model against the comparative history of the several movements followed throughout the book and consider the prospect of fundamentalism in the 21st century. ISBN 0226014983 (pbk.): \$18.05; ISBN 0226014975; M (*Adapted from Library Journal*, ©2003)

POLITICAL SCIENCE

83. Bjornlund, Eric.
Beyond free and fair : monitoring elections and building democracy /
Eric Bjornlund. Johns Hopkins University Press, ©2004. 383 p.
324.65 BJO

Beyond Free and Fair: Monitoring Elections and Building Democracy draws on worldwide experience since the mid-1980s to evaluate international election monitoring and domestic monitoring, and their contributions to democracy promotion and democratic change. In this book, Eric Bjornlund provides an overview of what election monitoring is, where it comes from, and how it is currently conducted, and he educes general lessons for democracy promotion. Bjornlund reports on actual practice, including case studies of particular election monitoring efforts and the author's own experience in the field, and on a few previous efforts to synthesize guidelines and lessons learned. Case studies include Cambodia, Zimbabwe, the Philippines, and Indonesia, with the last especially providing an opportunity to show how domestic monitors can be supported by international monitors, funders, and advisers. Bjornlund also devotes a chapter to the influential election monitoring work of former president Jimmy Carter. The author criticizes the tendency to view elections and election monitoring narrowly rather than as part of broader strategies to build democracy. He makes practical recommendations about how election monitoring should evolve in the future if it is to continue to contribute to genuine democratization. ISBN 0801880505 (pbk.): \$21.50 C/CH/M/ND

84. Cook, Rhodes.
The presidential nominating process : a place for us? / Rhodes Cook.
Rowman & Littlefield, ©2004. 169 p. 324.273 COO

A former political writer for Congressional Quarterly and author of the highly regarded *The Rhodes Cook Letter*, Cook is one of the true authoritative sources on the presidential nominating process. This short book is jam-packed with important information on the nominating process, placing it in both historical and comparative perspective. Cook traces the historical development of the nominating process from the early days of congressional caucus nominations to the development and proliferation of presidential primary elections. In doing so, he points out both the strengths and the many weaknesses of the process. Cook also performs a great service for readers by briefly comparing how the United States selects its leaders with the nominating methods of countries such as Great Britain, France, Germany, Canada, Mexico, and Israel. This work draws the reader into a complex web of money, primaries, and politics, offering suggestions for reform but holding out only slim hopes that the reforms will either be enacted or effective. ISBN 0742525937: \$55.00; ISBN 0742525945 (pbk.) CH (Adapted from *Library Journal*, ©2003)

85. Diversity and public administration : theory, issues, and perspectives / edited by Mitchell F. Rice. M.E. Sharpe, ©2004. 254 p. 352.608 DIV

Rice assembles material on diversity factors, such as race, ethnicity, gender, and age, and the challenges they present to public service. Contributors in public administration, political science, and education discuss diversity issues in relation to public and business organizations, in chapters on workforce diversity initiatives in business and government organizations, diversity in public administration education, the need for diversity in the health professions, and embracing workplace diversity in public organizations. ISBN 0765614316: \$69.50 C/CH/M/ND(Ref) (Adapted from *Book News, Inc.*, ©2004)

86. Odom, William E.
America's inadvertent empire / William E. Odom and Robert Dujarric.
Yale University Press, ©2004. 285 p. 320.973 ODO

The United States finds itself at the center of an empire of a new type, wealth-generating and voluntary, not a traditional imperial system, say the authors. Odom and Dujarric examine America's unprecedented power within the international arenas of politics, economics, demographics, education, science,

and culture. They argue persuasively that the major threat to this unique empire is ineffective U.S. leadership, not a rising rival power center. America cannot simply behave as an ordinary sovereign state, Odom and Dujarric contend. They describe the responsibilities that accompany staggering power advantages, and they explain that resorting to unilateralism makes sense only when it becomes necessary to overcome paralysis in multilateral organizations. The authors also offer insights into the importance of liberal international institutions as a source of power, why international cooperation pays, and why spreading democracy often inhibits the spread of constitutional order. If the United States uses its own power constructively, the authors conclude, the American empire will flourish for a long time. ISBN 0300100698: \$25.00 CH

SCIENCE & TECHNOLOGY

87. Koplou, David A.
Smallpox : the fight to eradicate a global scourge / David A. Koplou.
University of California Press, ©2003. 265 p. 616.9 KOP

In this accessibly written analysis of smallpox policy, Koplou begins with two major points: smallpox has killed millions of people over the millennia, and the eradication of naturally occurring smallpox from the world has been one of humankind's most amazing success stories. Koplou brings readers up to date on the ongoing debate over whether the last known quantities of the smallpox virus, currently stored in Atlanta, Georgia, and Novosibirsk, Russia, should be destroyed. Koplou adequately presents all sides of the disease. ISBN 0520237323: \$28.50 C (*Adapted from Publishers Weekly, ©2002*)

SOCIOLOGY

88. Britz, Marjie.
Computer forensics and cyber crime : an introduction / Marjie T. Britz.
Pearson/Prentice Hall, ©2004. 248 p. 363.259 BRI

This book fully defines computer-related crime and the legal issues involved in its investigation. It provides a framework for the development of a computer crime unit. This book provides an examination of computer-related crime and its investigation on the market. It includes an exhaustive discussion of

legal and social issues, fully defines computer crime, and provides specific examples of criminal activities involving computers, while discussing the phenomenon in the context of the criminal justice system. *Computer Forensics and Cyber Crime* provides a comprehensive analysis of current case law, constitutional challenges, and government legislation. ISBN 0130907588: \$48.95 C/CH/M/ND

89. The communitarian reader : beyond the essentials / edited by Amitai Etzioni, Drew Volmert, and Elanit Rothschild. Rowman & Littlefield Publishers, ©2004. 279 p. 307 COM

A second collection of articles reprinted from the communitarian quarterly *The Responsive Community* looks at the political philosophy from the perspectives of theory and social philosophy, the communitarian society, community, communitarian policies, and dialogues between communitarians and a social conservative and a classical liberal. Among the specific issues they address are legislating morality in liberal democracies, the duty to rescue, a faith-based approach to fighting inner-city crime, and military secrets. The contributors are American scholars of politics, law, philosophy, and sociology. ISBN 074254219X (pbk.): \$26.00; ISBN 0742542181 C/CH/M (*Adapted from Book News, Inc., ©2004*)

90. Damon, William.
The moral advantage : how to succeed in business by doing the right thing / William Damon. Berrett-Koehler, ©2004. 174 p. 174.4 DAM

Based on interviews with 48 executives in a variety of industries, *The Moral Advantage* describes the many distinct ways that morality contributes to business success. Some of these ways are familiar (following ethical codes, for example), while others, such as unleashing the powers of moral imagination, have received little or no attention. Damon details the many ways these business leaders applied their moral sense to strengthen their businesses. For some, it was a matter of directly extrapolating a new business concept from a moral (and often spiritual) worldview. For others, it was a sensitivity to what consumers needed and a determination to respond effectively to that. For yet others, it was a commitment to a caring and ethical manner of doing business that required inventive approaches to organizing employees. But in every case, Damon shows that it was by adhering firmly to a personal moral code that these men and women ultimately triumphed. ISBN 1576752062: \$24.95 C/CH/M/ND

91. Nadell, Martha Jane.
Enter the new Negroes : images of race in American culture / Martha
Jane Nadell. Harvard University Press, 2004. 199 p. 305.896 NAD

With the appearance of the urban, modern, diverse "New Negroes" in the Harlem Renaissance, writers and critics began a vibrant debate on the nature of African-American identity, community, and history. Martha Jane Nadell offers an illuminating new perspective on the period and the decades immediately following it in an exploration of the neglected role played by visual images of race in that debate. Featuring many compelling contemporary illustrations, *Enter the New Negroes* restores a critical visual aspect to African-American culture as it evokes the passion of a community determined to shape its own identity and image. ISBN 0674015118: \$20.95 C

92. Rose, Mike.
The mind at work : valuing the intelligence of the American worker /
Mike Rose. Viking, 2004. 249 p. 331.7 ROS

This groundbreaking study finds that the intelligence, integrated skills and achievements of blue collar and service workers have been consistently undermined and marginalized by cultural stereotyping. Rose finds conventional assessment of intelligence tied to social class: to IQ tests that measure formal schooling rather than capacity, and judgments that elevate "mind work" such as teaching or surgery over so-called "body work" represented by hair stylists or plumbers. Rose demonstrates, through research and personal exploration of a variety of workplaces, that cognitive ability, including perception, judgment, memory and knowledge, is employed daily in the work of laborers like welders, carpenters and drivers. He includes an extraordinarily moving biography of his mother, who used timing, concentration, strategic efficiency and a high degree of social skills in her work as a waitress. He profiles vocational teachers such as Jim Padilla, who motivates and guides his student electricians while passing on the concentration, problem-solving skills and persistence necessary to success. Rose also provides an excellent overview of the academic-vocational divide and argues that its effacement is necessary for a more democratic society. Well written and perceptive, but never dogmatic, Rose's book puts an important and generally poorly covered piece of the U.S.'s sociological puzzle in bold relief. ISBN 0670032824: \$18.70 C/CH/M/ND (Adapted from *Publishers Weekly*, ©2004)

