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Business Books : 2010 A - O

"The deepest urge in human nature is 'the desire to be important.'"

- John Dewey, American Philosopher

13 bankers: the Wall Street takeover and the next financial meltdown

Johnson, Simon and Kwak, James. 13 bankers: the Wall Street takeover and the next financial meltdown.

New York: Pantheon Books; 2010. p. cm \$26.95. ISBN 9780307379054.

Call Number: HG2491 .J646 2010 (Library West)

21st century economics: a reference handbook

Free, Rhona C. 21st century economics: a reference handbook. Thousand Oaks, Calif: SAGE; 2010-. v. ; cm \$325.00. ISBN 9781412961424 (cloth).

Call Number: HB171 .A19 2010 (Library West, Forthcoming Order)

8 things we hate about IT:how to move beyond the frustrations to form a new partnership with IT

Cramm, Susan. 8 things we hate about IT:how to move beyond the frustrations to form a new partnership with IT. Boston, Mass: Harvard Business Press; 2010. p. cm \$16.95. ISBN 9781422131664 (hardcover : alk. paper).

Call Number: HD30.2 .C718 2010 (Library West, On Approval)

Accounting best practices

Bragg, Steven M. Accounting best practices. 6th ed. Hoboken, N.J: John Wiley; 2010. p. cm \$95.00. ISBN 9780470561652 (cloth).

Call Number: HF5635 .B818 2010 (Library West, On Order)

Adam Smith: an enlightened life

Phillipson, Nicholas. Adam Smith: an enlightened life. New Haven, Conn.: Yale University Press; 2010. 345 p \$32.50. ISBN 9780300169270.

Call Number: HB103.S6 P455 2010 (Library West, On Order)

Adland: searching for the meaning of life on a branded planet

Othmer, James P. Adland: searching for the meaning of life on a branded planet. Anchor; 2010. 320 p \$15.95. ISBN 9780767928977.

Call Number: (Library West, Pending Order)

Advertising: a very short introduction

Fletcher, Winston. Advertising: a very short introduction. Oxford, New York: Oxford University Press; 2010. 140 p \$11.95. ISBN 9780199568925 (pbk.). 0199568928 (pbk.). (Very short introductions; 234).

Call Number: (Library West, Pending Order)

Aftershock the next economy and America's future

Reich, Robert B. Aftershock the next economy and America's future. 1st ed ed. New York: Alfred A. Knopf; 2010. x, 174 p \$25.00. ISBN 9780307592811 (alk. paper).

Call Number: HC106.84 .R45 2010 (Library West, On Order)

The age of deleveraging: investment strategies for a decade of slow growth and deflation

Shilling, A. Gary. The age of deleveraging: investment strategies for a decade of slow growth and deflation. New York: Wiley; 2010. p. cm \$39.95. ISBN 9780470596364.

Call Number: HG4910 .S458 2010 (Library West, On Order)

ALA guide to economics and business reference

American Library Association. ALA guide to economics and business reference. Chicago: American Library Association; 2010. \$65.00. ISBN 9780838910245 .

Call Number: (Library West, Forthcoming Order)

All the devils are here: the hidden history of the financial crisis

McLean, Bethany and Nocera, Joseph. All the devils are here: the hidden history of the financial crisis. New York: Portfolio Penguin; 2010. p. cm \$32.95. ISBN 9781591843634.

Call Number: HB3717 2008 .M35 2010 (Library West, On Order)

The AMA handbook of leadership

Goldsmith, Marshall; Baldoni, John, and McArthur, Sarah. The AMA handbook of leadership. New York, NY: American Management Association; 2010. p. cm ISBN 9780814415139 (hardcover). 081441513X (hardcover).

Call Number: HD57.7 .G66394 2010 (Library West, On Order)

The American beauty industry encyclopedia

Willett, Julie A. The American beauty industry encyclopedia. Santa Barbara, Calif: Greenwood Press; 2010. p. cm \$85.00. ISBN 9780313359491 (hbk. : alk. paper). 9780313359507 (ebook).

Call Number: TT958 .A44 2010 (Library West, Pending Order)

The American department store transformed, 1920-1960

Longstreth, Richard W. The American department store transformed, 1920-1960. New Haven: Yale University Press; 2010. p. cm \$60.00. ISBN 9780300149388 (cloth : alk. paper).

Call Number: HF5465.U5 L66 2010 (Library West, Pending Order)

American property: a history of how, why, and what we own

Banner, Stuart. American property: a history of how, why, and what we own. Cambridge, Mass: Harvard University Press; 2011. p. cm \$29.95. ISBN 9780674058057 (alk. paper).

Call Number: KF562 .B36 2011 (Library West, on Order)

The art of choosing

Iyengar, Sheena. The art of choosing. 1st ed. New York, NY: Twelve; 2010. 329 p ISBN 9780446504102.

Call Number: BF611 .I94 2010 (Library West)

The ask: how to ask for support for your nonprofit cause, creative project, or business venture

Fredricks, Laura. The ask: how to ask for support for your nonprofit cause, creative project, or business venture. San Francisco: Jossey-Bass; 2010. p. cm \$39.95. ISBN 9780470480946 (cloth/website).

Call Number: HG177 .F68 2010 (Library West, On Order)

Auction theory

Krishna, Vijay. Auction theory. 2nd ed. Burlington, MA: Academic Press/Elsevier; 2010. xi, 323 p \$79.99. ISBN 9780123745071 (hardcover : alk. paper). 0123745071 (hardcover : alk. paper).

Call Number: HF5476 .K75 2010 (Library West)

Awakening giants, feet of clay: assessing the economic rise of China and India

Bardhan, Pranab K. Awakening giants, feet of clay: assessing the economic rise of China and India.

Princeton, NJ: Princeton University Press; 2010. p. cm \$24.95. ISBN 9780691129945 (hardback : alk. paper).

Call Number: HC427.95 B37 2010 (Library West)

The battle: how the fight between free enterprise and big government will shape America's future

Brooks, Arthur C. The battle: how the fight between free enterprise and big government will shape America's future. New York: Basic Books; 2010. xv, 174 p ISBN 9780465019380. 0465019382.

Call Number: JK467 .B76 2010 (Library West, Pending Order)

Beating the commodity trap: how to maximize your competitive position and increase your pricing power

D'Aveni, Richard A. Beating the commodity trap: how to maximize your competitive position and

increase your pricing power. Boston, Mass: Harvard Business Press; 2010. p. cm \$27.95. ISBN 9781422103159 (hardcover : alk. paper).

Call Number: HF1040.7 .D38 2010 (Library West, On Approval)

Beauty imagined: a history of the global beauty industry

Jones, Geoffrey. Beauty imagined: a history of the global beauty industry. New York, NY: Oxford University Press; 2010. p. cm \$45.00. ISBN 9780199556496 (hardback).

Call Number: (Library West, On Order)

Behind the cloud: the untold story of how Salesforce.com went from idea to billion-dollar company--and revolutionized an industry

Benioff, Marc R and Adler, Carlye. Behind the cloud: the untold story of how Salesforce.com went from idea to billion-dollar company--and revolutionized an industry. 1st ed. San Francisco: Jossey-Bass; 2010. 278 p \$27.95. ISBN 9780470521168 (cloth).

Call Number: HF5415.5 .B443 2010 (Library West, On Order)

Bnjamin Graham, building a profession: classic writings of the father of security analysis

Zweig, Jason and Sullivan, Rodney N. Benjamin Graham, building a profession: classic writings of the father of security analysis. New York: McGraw-Hill; 2010. 324 p \$34.95. ISBN 9780071633260.

Call Number: HG4521 .G73 2010 (Library West, On Order)

Better living through economics

Siegfried, John J. Better living through economics. Cambridge, Mass: Harvard University Press; 2010. p. cm \$45.00. ISBN 9780674036185.

Call Number: HB74.5 .B48 2010 (Library West, On Order)

Beyond the crash: overcoming the first crisis of globalization

Brown, Gordon. Beyond the crash: overcoming the first crisis of globalization. 1st ed. New York: Free Press; 2010. p. cm \$26.00. ISBN 9781451624052. 1451624050.

Call Number: HB3717 2008 .B76 2010 (Library West, On Order)

Beyond the invisible hand: groundwork for a new economics

Basu, Kaushik. Beyond the invisible hand: groundwork for a new economics. Princeton, NJ: Princeton University Press; 2011. p. cm \$29.95. ISBN 9780691137162 (hardcover : alk. paper).

Call Number: HB71 .B37 2010 (Library West)

Big business, big responsibilities: from villains to visionaries : how companies are tackling the world's greatest challenges

Wales, Andy; Gorman, Matthew, and Hope, Dunstan. Big business, big responsibilities: from villains to visionaries : how companies are tackling the world's greatest challenges. Houndmills, New York: Palgrave Macmillan; 2010. p. cm \$35.00. ISBN 9780230243958.

Call Number: HD60 .W35 2010 (Library West, On Order)

The big short: inside the doomsday machine

Lewis, Michael. The big short: inside the doomsday machine. 1st ed. New York: W.W. Norton; 2010. p. cm \$27.95. ISBN 9780393072235 (hardcover).

Call Number: HC106.83 .L5 2010 (Library West, On Order)

Biology is technology: the promise, peril, and new business of engineering life

Carlson, Robert H. Biology is technology: the promise, peril, and new business of engineering life. Cambridge, Mass: Harvard University Press; 2010. p. cm \$39.95. ISBN 9780674035447 (alk. paper).

Call Number: TP248.2 .C37 2010 (Library West, On Order)

Black is the new green: marketing to affluent African Americans

Burnett, Leonard E and Hoffman, Andrea. Black is the new green: marketing to affluent African Americans. New York: Palgrave Macmillan; 2010. p. cm \$35.00. ISBN 9780230616844.

Call Number: HC110.C6 B87 2010 (Library West, On Order)

Bourgeois dignity: why economics can't explain the modern world

McCloskey, Deirdre N. Bourgeois dignity: why economics can't explain the modern world. Chicago, London: The University of Chicago Press; 2010. p. cm \$35.00. ISBN 9780226556659 (cloth : alk. paper). 0226556654 (cloth : alk. paper).

Call Number: HC51 .M395 2010 (Library West, On Order)

Brand society:how brands transform management and lifestyle

Kornberger, Martin. Brand society:how brands transform management and lifestyle. New York: Cambridge University Press; 2010. p. cm \$35.99. ISBN 9780521726900 (pbk.).

Call Number: HD69.B7 K66 2010 (Library West, On Approval)

Brands and brand management:contemporary research perspectives

Loken, Barbara; Ahluwalia, Rohini, and Houston, Michael J. Brands and brand management:contemporary research perspectives. New York: Taylor & Francis Group; 2010. p. cm 469.95. ISBN 9781841697598 (hardcover : alk. paper). (Marketing and consumer psychology series.

Call Number: HF5415.1255 .B73 2010 (Library West, on Order)

Broker, trader, lawyer, spy: inside the secret world of corporate espionage

Javers, Eamon. Broker, trader, lawyer, spy: inside the secret world of corporate espionage. 1st ed. New York, NY: Harper; 2010. xiii, 306 p \$26.99. ISBN 9780061697203.

Call Number: HD38.7 .J38 2010 (Library West, Pending Order)

The Business of sustainability

The Business of sustainability. Berkshire; 2010. 512 p \$135.00. ISBN 9781933782133.

Call Number: (Library West, Pending Order)

Bust: Greece, the euro and the sovereign debt crisis

Lynn, Matthew. Bust: Greece, the euro and the sovereign debt crisis. Hoboken, N.J: Bloomberg Press; 2010. p. cm \$27.95. ISBN 9780470976111 (hardback).

Call Number: (Library West, On Order)

The buying brain: secrets of selling to the subconscious mind

Pradeep, A. K. The buying brain: secrets of selling to the subconscious mind. Hoboken, N.J: Wiley; 2010. p. cm \$27.95. ISBN 9780470601778 (cloth).

Call Number: HF5415.12615 .P73 2010 (Library West, On Order)

Buyology: truth and lies about why we buy

Lindstrom, Martin. Buyology: truth and lies about why we buy. New York: Broadway Books; 2010. 272 p \$15.00. ISBN 9780385523899.

Capital ideas: the IMF and the rise of financial liberalization

Chwieroth, Jeffrey M. Capital ideas: the IMF and the rise of financial liberalization. Princeton, NJ: Princeton University Press; 2010. p. cm \$75.00. ISBN 9780691142319 (alk. paper). 9780691142326 (alk. paper).

Call Number: HG3881.5.I58 C49 2010 (Library West, On Order)

Capitalism 4.0: the birth of a new economy in the aftermath of crisis

Kaletsky, Anatole. Capitalism 4.0: the birth of a new economy in the aftermath of crisis. 1st ed ed. New York, NY: PublicAffairs; 2010. vii, 397 p \$28.95. ISBN 9781586488710 (alk. paper).

Call Number: HB501 .K239 2010 (Library West, On Order)

The cartoon introduction to economics

Klein, Grady and Bauman, Yoram. The cartoon introduction to economics. 1st ed. New York: Hill and Wang; 2010-. v. ; cm ISBN 9780809094813 (pbk. : alk. paper).

Call Number: HB172 .K67 2009 (Library West, On Order)

Casino capitalism: how the financial crisis came about and what needs to be done now

Sinn, Hans-Werner. Casino capitalism: how the financial crisis came about and what needs to be done now. Oxford, New York: Oxford University Press; 2010. xxv, 374 p \$34.95. ISBN 9780199588275 (hbk.). 0199588279 (hbk.).

Call Number: (Library West, On Order)

Challenged by carbon: the oil industry and climate change

Lovell, Bryan. Challenged by carbon: the oil industry and climate change. New York: Cambridge University Press; 2010. [ISBN 9780521145596.

Call Number: (Library West, On Approval)

Chasing stars: the myth of talent and the portability of performance

Groysberg, Boris. Chasing stars: the myth of talent and the portability of performance. Princeton, N.J: Princeton University Press; 2010. xiii, 446 p \$35.00. ISBN 9780691127200 (alk. paper). 0691127204 (alk. paper).

Call Number: HG4928.5 .G76 2010 (MyiLibrary, On Order)

The checklist manifesto: how to get things right

Gawande, Atul. The checklist manifesto: how to get things right. 1st ed. New York: Metropolitan Books; 2010. x, 209 p \$24.50. ISBN 9780805091748.

Call Number: RA399.A1 G39 2010 (Library West)

Chocolate fortunes: the battle for the hearts, minds, and wallets of China's consumers

Allen, Lawrence L. Chocolate fortunes: the battle for the hearts, minds, and wallets of China's consumers. New York: American Management Association; 2010. xi, 244 p \$27.95. ISBN 9780814414323 (hardcover). 081441432X (hardcover).

Call Number: HD9200.C42 A45 2010 (Union Catalog)

Chocolate wars: the 150-year rivalry between the world's greatest chocolate makers

Cadbury, Deborah. Chocolate wars: the 150-year rivalry between the world's greatest chocolate makers. 1st ed ed. New York, NY: PublicAffairs; 2010. p. cm \$27.95. ISBN 9781586488208 (alk. paper).

Call Number: HD9200.A2 C33 2010 (Library West)

Click: the magic of instant connections

Brafman, Ori and Brafman, Rom. Click: the magic of instant connections. 1st ed. New York: Broadway Books; 2010. 215 p \$23.00. ISBN 9780385529051.

Call Number: BF511 .B693 2010 (Library West, Pending Order)

Comeback America: turning the country around and restoring fiscal responsibility

Walker, David . Comeback America: turning the country around and restoring fiscal responsibility. New York: Random House Trade Pbks; 2010. xviii, i, 252 p \$15.00. ISBN 9780812980721 (acid-free paper). 9781588369765 (ebook).

Call Number: HJ275 .W235 2010 (Library West, On Order)

Common sense on mutual funds

Bogle, John C. Common sense on mutual funds. Fully updated 10th anniversary ed. Hoboken, N.J: Wiley; 2010. p. cm \$29.95. ISBN 9780470138137 (cloth).

Call Number: HG4530 .B633 2010 (Library West, On Approval)

The company of strangers: a natural history of economic life

Seabright, Paul. The company of strangers: a natural history of economic life. 2nd ed. Princeton, N.J: Princeton University Press; 2010. 376 p \$19.95. ISBN 9780691146461.

Call Number: HM708 .S43 2010 (Library West)

Complicit: how greed and collusion made the credit crisis unstoppable

Gilbert, Mark. *Complicit: how greed and collusion made the credit crisis unstoppable*. 1st ed. New York: Bloomberg Press; 2010. p. cm \$24.95. ISBN 9781576603468 (alk. paper).

Call Number: HG2040.5.U5 G543 2010 (Library West, On Order)

The concise encyclopedia of the great recession, 2007-2010

Rosenberg, Jerry Martin. *The concise encyclopedia of the great recession, 2007-2010*. Lanham, MD: Scarecrow Press; 2010. p. cm \$60.00. ISBN 9780810876606 (hardback : alk. paper). 9780810876910 (ebook).

Call Number: HB3743 .R67 2010 (Library West, Reference, On Order)

Confessions of an entrepreneur: how to survive the highs and lows of starting up

Robson, Chris. *Confessions of an entrepreneur: how to survive the highs and lows of starting up*. 1st ed. New York, NY: Pearson Prentice Hall; 2010. p. cm \$19.99. ISBN 9780273721482 (pbk.).

Call Number: HD62.5 .R593 2010 (Library West, On Order)

Cracking the highest glass ceiling: a global comparison of women's campaigns for executive office

Murray, Rainbow. *Cracking the highest glass ceiling: a global comparison of women's campaigns for executive office*. Santa Barbara, Calif: Praeger; 2010. p. cm \$44.95. ISBN 9780313382482 (hard copy : alk. paper). 9780313382499 (ebook). (Women and minorities in politics).

Call Number: HD6054.3 .C73 2010 (MyiLibrary)

Crash course: the American automobile industry's road from glory to disaster

Ingrassia, Paul. *Crash course: the American automobile industry's road from glory to disaster*. 1st ed. New York: Random House; 2010. 306 p., [16] p. of plates \$26.00. ISBN 9781400068630 (acid-free paper). 9781588368911 (ebk).

Call Number: HD9710.U52 I55 2010 (Library West, On Order)

Crash of the titans: greed, hubris, the fall of Merrill Lynch, and the near-collapse of Bank of America

Farrell, Greg. *Crash of the titans: greed, hubris, the fall of Merrill Lynch, and the near-collapse of Bank of America*. 1st ed. New York: Crown Business; 2010. 471 p \$27.00. ISBN 9780307717863 (hbk.).

Call Number: HG2491 .F37 2010 (Library West, On Order)

Crisis economics: a crash course in the future of finance

Roubini, Nouriel and Mihm, Stephen. *Crisis economics: a crash course in the future of finance*. New York: Penguin Press; 2010. 353 p \$27.95. ISBN 9781594202506.

Call Number: HB3722 .R68 2010 (Library West)

The crisis of capitalist democracy

Posner, Richard A. *The crisis of capitalist democracy*. Cambridge, Mass: Harvard University Press; 2010. 402 p \$25.95. ISBN 9780674055742 (cloth : alk. paper). 0674055748 (cloth : alk. paper).

Call Number: HD591 .P646 2010 (Library West)

Call Number: HB501 .P646 2010 (Library West)

Crossing the energy divide: moving from fossil fuel dependence to a clean-energy future

Ayres, Robert U and Ayres, Ed. Crossing the energy divide: moving from fossil fuel dependence to a clean-energy future. Upper Saddle River, N.J: Wharton School Pub; 2010. p. cm \$29.99. ISBN 9780137015443 (hbk. : alk. paper).

Call Number: HD9502.U52 A97 2010 (Library West, On Order)

The dark side of valuation: valuing young, distressed and complex businesses

Damodaran, Aswath. The dark side of valuation: valuing young, distressed and complex businesses. Upper Saddle River, N.J: FT Press; 2010. 590 p \$64.99. ISBN 9780137126897 (hardback : alk. paper).

Call Number: HG4028.V3 D352 2010 (Library West)

Deadly spin: an insurance company insider speaks out on how corporate PR is killing health care and deceiving Americans

Potter, Wendell. Deadly spin: an insurance company insider speaks out on how corporate PR is killing health care and deceiving Americans. 1st U.S. ed ed. New York: Bloomsbury Press; 2010. p \$26.00. ISBN 9781608192816 (alk. paper). 1608192814 (alk. paper).

Call Number: HG9383 .P68 2010 (Library West, On Order)

Decide and deliver: five steps to breakthrough performance in your organization

Blenko, Marcia W; Mankins, Michael C, and Rogers, Paul. Decide and deliver: five steps to breakthrough performance in your organization. Boston, Mass: Harvard Business Review Press; 2010. p. cm \$29.95. ISBN 9781422147573 (hardcover : alk. paper).

Call Number: HD30.23 .B635 2010 (Library West, On Order)

Delivering training workshops

Chan, Janis Fisher. Delivering training workshops. San Francisco: Jossey-Bass; 2010. p. cm \$45.00. ISBN 9780470404676 (pbk.). (Pfeiffer essential guides to training basics.

Call Number: HF5549.5.T7 C5337 2010 (Library West, On Order)

Desert kingdom: how oil and water forged modern Saudi Arabia

Jones, Toby Craig. Desert kingdom: how oil and water forged modern Saudi Arabia. Cambridge, Mass: Harvard University Press; 2010. p. cm \$29.95. ISBN 9780674049857 (cloth : alk. paper).

Call Number: DS244.52 .J66 2010 (Library West, On Order)

Designing and developing training programs

Chan, Janis Fisher. Designing and developing training programs. San Francisco: Jossey-Bass; 2010. p. cm \$45.00. ISBN 9780470404690 (pbk.). (Pfeiffer essential guide to training basics.

Call Number: HF5549.5.T7 C5338 2010 (Library West, On Order)

Dethroning the king: the hostile takeover of Anheuser-Busch, an American ico

MacIntosh, Julie. Dethroning the king: the hostile takeover of Anheuser-Busch, an American icon.

Hoboken, NJ: Wiley; 2010. p. cm \$27.95. ISBN 9780470592700.

Call Number: HD9397.U6 B87 2010 (Library West, On Order)

The devil's casino: friendship, betrayal, and the high-stakes games played inside Lehman Brothers

Ward, Vicky. The devil's casino: friendship, betrayal, and the high-stakes games played inside Lehman Brothers. Hoboken, N.J: John Wiley & Sons; 2010. p. cm \$27.95. ISBN 9780470540862 (cloth).

Call Number: HG5129.N5 W37 2010 (Library West, On Order)

Digital strategies for powerful corporate communications

Argenti, Paul A. Digital strategies for powerful corporate communications. New York: McGraw-Hill; 2010. 288 p \$34.95. ISBN 0071606025 (alk. paper).

Call Number: HD69.S8 .A74 2010 (Library West)

Dirty rotten strategies: how we trick ourselves and others into solving the wrong problems precisely

Mitroff, Ian I and Silvers, Abraham. Dirty rotten strategies: how we trick ourselves and others into solving the wrong problems precisely. Stanford, Calif: Stanford Business Books; 2010. 210 p \$24.95. ISBN 9780804759960 (alk. paper).

Call Number: BF449 .M597 2010 (Library West)

The Doha blues institutional crisis and reform in the WTO

Jones, Kent Albert. The Doha blues institutional crisis and reform in the WTO. New York: Oxford University Press; 2010. 230 p \$29.95. ISBN 9780195378825 (cloth : alk. paper).

Call Number: HF1385 .J668 2010 (Library West)

Doing business in West Africa: 2009-2010

Okormadu, Tony. Doing business in West Africa: 2009-2010. Graffiti Media; 2010. \$495.00. ISBN 9780956452603.

Call Number: (Library West, On Order)

Don't blame the shorts: why short sellers are always blamed for market crashes and how history is repeating itself

Sloan, Robert. Don't blame the shorts: why short sellers are always blamed for market crashes and how history is repeating itself. New York: McGraw-Hill; 2010. 247 p \$27.95. ISBN 9780071636865.

Call Number: (Library West, On Order)

The dragon's gift: the real story of China in Africa

Brautigam, Deborah. The dragon's gift: the real story of China in Africa. New York: Oxford University Press; 2010. p \$29.95. ISBN 9780199550227.

Call Number: (Library West, On Order)

Drowning in oil: BP & the reckless pursuit of profit

Steffy, Loren C. Drowning in oil: BP & the reckless pursuit of profit. New York: McGraw-Hill; 2010. ISBN 9780071760812.

Call Number: (Library West, On Order)

Drucker on leadership: new lessons from the father of modern management

Cohen, William A. Drucker on leadership: new lessons from the father of modern management. San Francisco: Jossey-Bass; 2010. 292 p \$27.95. ISBN 9780470405000 (hardback).

Call Number: HD57.7 .C6426 2009 (Library West)

Dubai: gilded cage

Ali, Syed. Dubai: gilded cage. New Haven: Yale University Press; 2010. p. cm \$20.00. ISBN 9780300152173 (cl : alk. paper).

Call Number: DS247.D78 A44 2010 (Library West, On Order)

Dynamic asset allocation: modern portfolio theory updated for the smart investor

Picerno, James. Dynamic asset allocation: modern portfolio theory updated for the smart investor. New York: Bloomberg Press; 2010. p. cm \$29.95. ISBN 9781576603598 (alk. paper).

Call Number: HG4529.5 .P53 2010 (Library West, On Approval)

ECONned: how unenlightened self interest damaged democracy and corrupted capitalism

Smith, Yves. ECONned: how unenlightened self interest damaged democracy and corrupted capitalism. New York: Palgrave Macmillan; 2010. 368 p \$30.00. ISBN 0230620515 (alk. paper).

Call Number: HC106.83 .S65 2010 (Library West, On Order)

Economic analysis of Sub-Saharan: Africa real estate policies

Hammond, Felix and Antwi, Yaw Adarkwah. Economic analysis of Sub-Saharan: Africa real estate policies. Basingstoke, Hampshire, New York: Palgrave Macmillan; 2010. xiv, 260 p \$120.00. ISBN 9780230232310 (hbk.). 0230232310 (hbk.).

Call Number: MyiLibrary

Economic growth

Durlauf, Steven and Blume, Lawrence E. Economic growth. New York: Palgrave Macmillan; 2010. p \$30.00. ISBN 9780230238831.

Call Number: (Library West, On Order)

Economic lives: how culture shapes the econom

Zelizer, Viviana A. Rotman. Economic lives: how culture shapes the economy. Princeton: Princeton University Press; 2011. p. cm \$35.00. ISBN 9780691139364 (cloth : alk. paper).

Call Number: HM548 .Z42 2011 (Library West, On Order)

Economics for the rest of us: debunking the science that makes life dismal

Adler, Moshe. Economics for the rest of us: debunking the science that makes life dismal. New York: New

Press; 2010. p. cm \$24.95. ISBN 9781595581013.

Call Number: HB71 .A235 2009 (Library West, On Order)

The economics of integrity: from dairy farmers to Toyota, how wealth is built on trust and what that means for our future

Bernasek, Anna. The economics of integrity: from dairy farmers to Toyota, how wealth is built on trust and what that means for our future. 1st ed. New York: HarperStudio; 2010. vii, 193 p \$19.99. ISBN 9780061774133. 0061774138.

Call Number: BJ1500.T78 B47 2010 (Library West, On Order)

The economics of microfinance

Armendariz, Beatriz and Morduch, Jonathan. The economics of microfinance. 2nd ed. Cambridge, Mass: MIT Press; 2010. p. cm \$35.00. ISBN 9780262014106 (hardcover : alk. paper). 9780262513982 (pbk. : alk. paper).

Call Number: HG178.3 .A76 2010 (Library West, On Order)

Economics without illusions: debunking the myths of modern capitalism

Heath, Joseph. Economics without illusions: debunking the myths of modern capitalism. New York: Broadway Books; 2010. 352 p \$14.99. ISBN 9780307590572.

Call Number: (Library West, Pending Order)

The elements of investing

Malkiel, Burton Gordon and Ellis, Charles D. The elements of investing. Hoboken, N.J: Wiley; 2010. p. cm \$19.95. ISBN 9780470528495 (cloth).

Call Number: HG4521 .M2827 2010 (Library West, On Order)

Encyclopedia of quantitative finance

Cont, Rama and Tankov, Peter. Encyclopedia of quantitative finance. Hoboken, N.J: Wiley; 2010. p. cm \$1,100.00. ISBN 9780470057568 (cloth).

Call Number: HG106 .E53 2010 (Library West, Forthcoming Order)

The end of the free market: who wins the war between states and corporations?

Bremmer, Ian. The end of the free market: who wins the war between states and corporations? New York, N.Y: Portfolio; 2010. 230 p \$26.95. ISBN 9781591843016.

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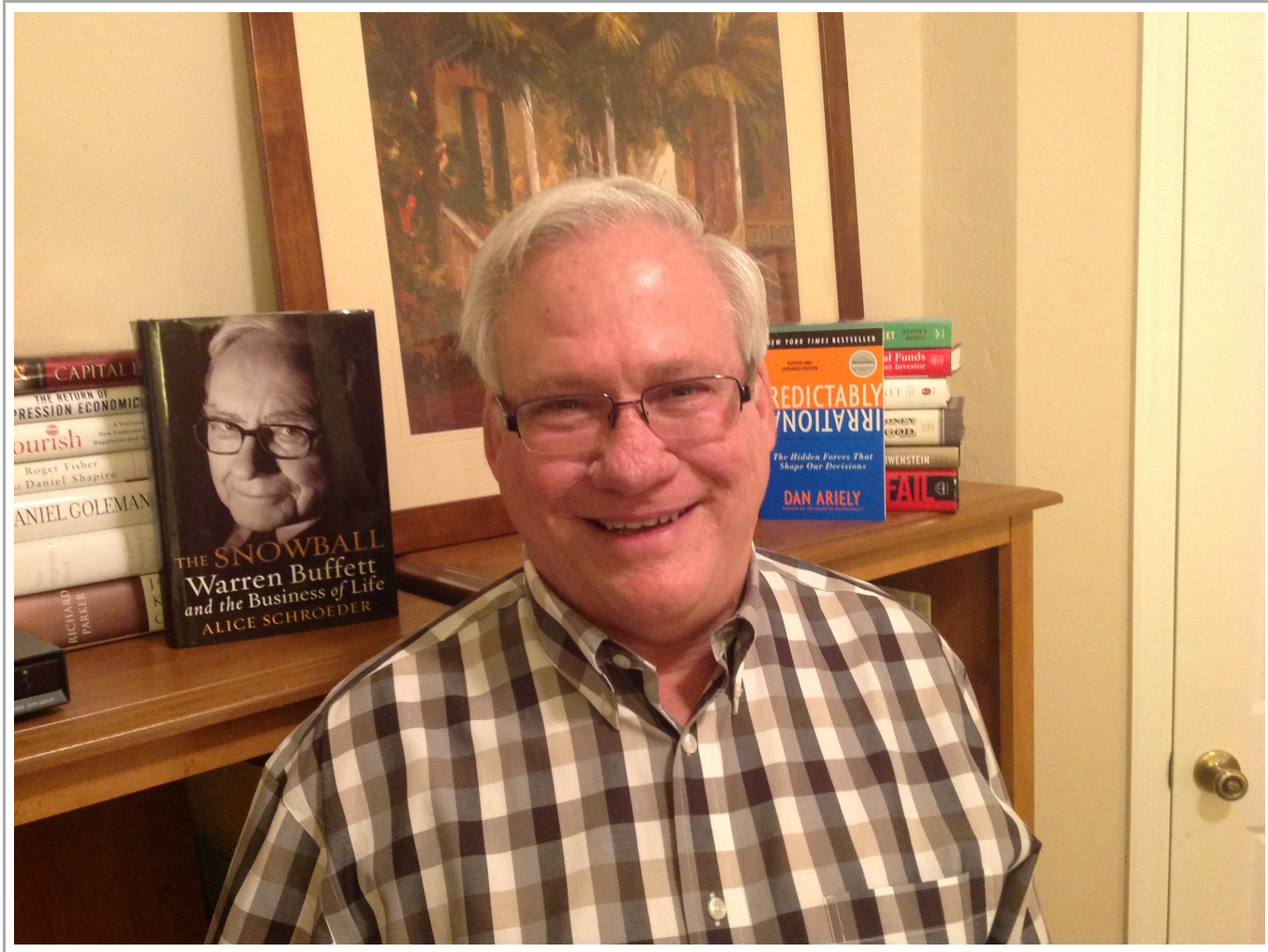
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