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RECENT BOOK - REVIEWS

(During 16th – 30th April 2008)

S.No.	Book Description
1.	<p><i>Giant Steps in Management</i> / by Michael Moi and Julian Birkinshaw, Prentice-Hall, Pp 208.</p> <p>The book is a good bluffer's guide to the basics and it usefully places innovation on a timeline.</p> <p>(Financial Express 17th April, 2008)</p>
2.	<p><i>The Breakthrough Imperative</i> / by Mark Gottfredson and Steve Schaubert.</p> <p><i>The Breakthrough Imperative</i> presents these core laws of business to set you on the road to stellar results.</p> <p>(Business Line: Brand Line, 17th April, 2008)</p>
3.	<p><i>Trailblazers of Gujarat</i> / by Kamlendra Kanwar.</p> <p>Kamlendra Kanwar's book tries to capture some of the many facets of this multifaceted state through 10 short biographical sketches.</p> <p>(Business Line: Brand Line, 17th April, 2008)</p>
4.	<p><i>The Rules of Victory</i> / by James Gimian and Barry Boyce.</p> <p><i>The Rules of Victory</i> presents the essential insights of <i>The Art of War</i>, making this classic relevant to anyone who seeks more successful and creative approaches to dealing with conflict and chaos in the workplace, at home, or in any challenging circumstance.</p> <p>(Business Line: Brand Line, 17th April, 2008)</p>
5.	<p><i>Death to all Sacred Cows</i> / by David Bernstein, Beau Fraser and Bill Schwab, Landmark.</p> <p>This book aims to take the sacred cows of business out to pasture, showing how adages like always trust your research, success breeds success and the customer is always right, are not only old and tired but may lead a business completely astray.</p> <p>(Business Line, 21st April, 2008)</p>

6.	<p><i>Covert Persuasion</i> / by Kevin Hogan and James Speakman.</p> <p><i>Covert Persuasion</i> syn-thesizes the latest research in psychology, linguistics, sales tactics, and human communication to reveal the most effective methods for consistently and effectively persuading anyone of virtually anything.</p> <p>(Business Line, 21st April, 2008)</p>
7.	<p><i>X-teams</i> / by Deborah Anacona and Henrik Bresman.</p> <p>X-Teams tend to thrive better in the distributed-leadership environments recommended by the MIT Sloan School. The idea is that a flatter, more flexible, more distributed organization structure enables organizations to react more effectively to fast-changing information and reach across boundaries to achieve common goals.</p> <p>(Business Line: eWorld, 21st April, 2008)</p>
8.	<p><i>Patterns in Network Architecture</i> / by John Day.</p> <p>Patterns in Network Architecture takes a fresh look at the patterns that appear in the varying protocols used in networks, across all layers and applications. This revolutionary book peels back a new way to view network architectures, avoiding many of the ornate and cumbersome constructions required in the past and generates much simpler and more powerful constructs.</p> <p>(Business Line: eWorld, 21st April, 2008)</p>
9.	<p><i>The Burnt House</i> / by Faye Kellerman.</p> <p>The author does an excellent job of setting the stage for this novel and it will leave the reading audience in awe of what is going to happen next.</p> <p>(Business Line: eWorld, 21st April, 2008)</p>
10.	<p><i>The McKinsey Mind</i> / by Ethan Rasiel, McGraw-Hill, Pp 218, INR 1352/-, ISBN: 0071374299.</p> <p>The McKinsey Mind follows the same critically acclaimed style and format as its predecessor. In this book authors Rasiel and Friga expand upon the lessons found in The McKinsey Way with real-world examples, parables, and easy-to-do exercises designed to get readers up and running.</p> <p>(Business Standard: The Strategist, 22nd April, 2008)</p>

11.	<p><i>The Offsite: A Leadership Challenge Fable</i> / by Robert H. Thompson, Jossey-Bass, INR1063.90, ISBN: 0470189827.</p> <p>The book also explores the dynamics of a company off-site and addresses the fears and concerns participants may have especially around 360 degree feedback, the key component of the Leadership Challenge model and workshops.</p> <p>(Business Standard: The Strategist, 22nd April, 2008)</p>
12.	<p><i>Business Think: Rules for getting it right now & no matter what</i> / by Dave Marcum, Steve Smith and Mahan Khalsa, John Wiley & Sons, INR 2350/-, ISBN: 0471219932.</p> <p>To improve the odds for success, the authors of business Think deliver a revolutionary new method that bridges the monumental gap between the results businesspeople want and the failure they often get. The rules of business Think provide tomorrow's leaders with the ability to create effective solutions and take themselves and their companies into the zone of optimum performance.</p> <p>(Business Standard: The Strategist, 22nd April, 2008)</p>
13.	<p><i>The High-Performance Entrepreneur</i> / by Subroto Bagchi, Penguin Books India, INR 395/-, ISBN: 0670999180.</p> <p>This book actually makes you think a lot about yourself. I could easily relate facts presented in the book to numerous practical experiences, and of course, to what I have been studying in management theory. Overall, it is one of the better books on entrepreneurship.</p> <p>(Business Standard: The Strategist, 22nd April, 2008)</p>
14.	<p><i>The Entrepreneurial Mindset</i> / by Rita Gunther McGrath and Ian Macmillan, Harvard Business School Press, INR 1559.50, ISBN: 0875848346.</p> <p>The Entrepreneurial Mindset offers a refreshingly practical blueprint for thinking and acting in fast-paced, rapidly changing, and highly uncertain environments. The authors provide simple but powerful ways to stop acting by the old rules and start thinking with the discipline of a habitual entrepreneur.</p> <p>(Business Standard: The Strategist, 22nd April, 2008)</p>
15.	<p><i>Brand Management 101</i> / by Mainak Dhar, INR249/-.</p> <p>Brand Management 101 offers a refreshing new look into the world of Marketing based on lessons learnt in the real world. Whether you are a Marketer, a student or someone with an interest in the subject, you will not think of Marketing quite the same way again after reading Brand Management 101!</p>

	(Financial Express: Brand Wagon, 22 nd April, 2008)
16.	<p><i>Symmetry: A Journey into the Patterns of Nature</i> / by Marcus Du Sautoy, Sage Publications, Pp 296, Price INR395/-.</p> <p>Symmetry is all around us. Our eyes and minds are drawn to symmetrical objects, from the pyramid to the pentagon. Of fundamental significance to the way we interpret the world, this unique, pervasive phenomenon indicates a dynamic relationship between objects.</p> <p>(Business Line, 27th April, 2008)</p>
17.	<p><i>The Life Audit</i> / by Caroline Righton.</p> <p>This is a comprehensive reference book; it covers the same ten life areas and is packed with information and specific advice to make every aspect of your life run smoothly.</p> <p>(Business Line, 27th April, 2008)</p>
18.	<p><i>The Story of Success: Five Steps to Mastering Ethics in Business</i> / by Leigh Hafrey.</p> <p>An innovative business book positioning ethical practice as the cornerstone of success.</p> <p>(Business Line, 27th April, 2008)</p>
19.	<p><i>Goes Does Not Play Dice</i> / by David A. Shiang.</p> <p>Five words that can literally change your life forever, according to David A. Shiang, are: "You cannot affect the future." The only future outcome that can occur is the outcome that will occur, he writes in '<i>God Does Not Play</i>'.</p> <p>(Business Line, 27th April, 2008)</p>
20.	<p><i>India, Pakistan, and the Secret Jihad- The Covert War in Kashmir</i> / by Praveen Swami.</p> <p>This is a book on Asian security studies with the scholarship on the security issues affecting the region. The work is a collection of marvelous piece of non-accessible information about the troubling state of Jammu and Kashmir (J&K), especially the security aspect. Eight chapters of the book chronologically explore the history of jihad's groups in Jammu and Kashmir, documenting the course of their activities and their changing character from 1947 to 2004.</p>

	(The Hindu, 29 th April, 2008)
21.	<p><i>Special Economic Zones- International Experience and Indian Scenario</i> / by V. K. Srinivasan and P. S. Sundaram, Media India News Service.</p> <p>The book in the initial chapters traces the staccato march of India's economy, especially its external sector, sprinkling the account with references to numerous committees and analysts, for which India is known to have a special penchant. It alludes to recommendations and resolutions galore, articulating the need for change in the nature and quality of state intervention in the economy. There follows the evolution of schemes for export processing zones, export oriented units ever since "Asia's first EPZ" at Kandla in 1965 culminating in the latest incarnation of special economic zones.</p> <p>(The Hindu, 29th April, 2008)</p>
22.	<p><i>Public Relations- Concepts, Practice and Critique</i> / by Jacquie L'Etang.</p> <p>The book's core strength is that it develops critical thinking skills while exposing interdisciplinary approaches and providing a very solid foundation for lively debate and further study.</p> <p>(The Hindu, 29th April, 2008)</p>
23.	<p><i>Stability with Growth: Macroeconomics, Liberalization and Development</i> / by Joseph E. Stiglitz, Jose Antonio Ocampo et. al., Oxford University Press, Pp 339, INR695/-.</p> <p>This book discusses how alternative approaches to economic policy can better serve developing countries both in ordinary times and in times of crisis. Written by the leading names in the field, this book introduces the issues and the objectives of macroeconomic policy from various perspectives. It also presents an analysis of macroeconomic models and policy perspectives on stabilization and capital markets liberalization from conservative, Keynesian and heterodox perspectives.</p> <p>(Vikalpa, January-March, 2008)</p>
24.	<p><i>Deregulation and Competition: Lessons From the Airline Industry</i> / by Jagdish N. Sheth, Fred C. Allvine et. al., Response Books, Pp 344, INR750/-.</p> <p>This book chronicles the evolution of the airline industry and explains what lies ahead for airlines across the globe. Taking the US airline industry as an in-depth case study, the authors present compelling evidence on how the paradigm shift that is taking place in the airline industry is linked to the big-bang approach to deregulation.</p>

	(Vikalpa, January-March, 2008)
25.	<p><i>Social Intelligence: The New Science of Human Relationships</i> / by Daniel Goleman, Bantam Books, Pp 405, USD14/-.</p> <p>In Social Intelligence, Daniel Goleman explores an emerging new science with startling implications for our interpersonal world. Its most fundamental discovery: we are designed for sociability, constantly engaged in a “neural ballet” that connects us brain to brain with those around us.</p> <p>(Vision, January-March, 2008)</p>
26.	<p><i>Communicate with Emotional Intelligence</i> / by John Eaton and Roy Johnson, Jaico Publishing House, Pp 139, INR175/-.</p> <p>This guide shows how emotionally intelligent communication can be learnt. John Eaton and Roy Johnson deliver techniques and skills for better management: developing empathy, managing conflicts, and creating win/win situations.</p> <p>(Vision, January-March, 2008)</p>
27.	<p><i>Primal Leadership: Realizing the Power of Emotional Intelligence</i> / by D. Goleman, R. Boyatzis and A. Mckee, Harvard Business School Press, Pp 298, USD25.95.</p> <p>Looks at the role of emotional intelligence in leadership, discussing the characteristics of a good leader and leadership styles, and outlines the steps to becoming an effective leader.</p> <p>(Vision, January-March, 2008)</p>
28.	<p><i>Emotional Intelligence in Everyday Life</i> / by Joseph Ciarrochi, Joseph P. Forgas and John D. Mayer, Psychology Press, Pp 292, UKP19.95.</p> <p><i>Emotional Intelligence in Everyday Life</i> is a must-read for serious scholars of emotional intelligence and those who seek to apply what we currently know about this construct. Synthesizing cutting-edge research on emotional intelligence, the chapters in this edited volume present the state-of-the-science of emotional intelligence and its application in diverse areas, in a lively, accessible manner.</p> <p>(Vision, January-March, 2008)</p>
29.	<p><i>The Leader’s Guide to Storytelling: Mastering the Art and Discipline of Business Narrative</i> / by Stephen Denning, Jossey-Bass, Pp 384, and USD16.47.</p>

	<p>The book is <i>a comprehensive look at the role of storytelling in meeting the most important leadership challenges today</i>, including motivate others to action, build trust in you, build trust in your company (branding), transmit your values, get others working together, share knowledge, tame the grapevine, create and share your vision, solve the paradox of innovation, and use narrative to transform your organization.</p> <p>(Vision, January-March, 2008)</p>
30.	<p><i>The Pinsent Masons Guide to Insurance Distribution</i> / by Pinsent Masons (Firm) Verdict Research Ltd., Pp 304, USD 99.00, Kogan Page Ltd, ISBN: 0749449926.</p> <p>The book deals with all aspects of insurance distribution through third party providers, the responsibilities, and liabilities within the context of current law, and good practice.</p> <p>(The ICAI Journal of Insurance Law, April, 2008)</p>
31.	<p><i>Tennessee Automobile Liability Insurance, 2007-2008 ed.</i> / by Phillip A. Fleissner and Paul Campbell, Harrison Co., USD 162.50, Pp 390, ISBN: 0910694877.</p> <p>This edition brings you complete and up-to-date statutory and case law, explained by experts in the field. In addition to the rights and duties of parties under the standard liability policy, it also covers the special situations of uninsured motorist and underinsured motorist insurance claims with an eye both to trial, and to settlement strategies.</p> <p>(The ICAI Journal of Insurance Law, April, 2008)</p>
32.	<p><i>D&O and Terrorism Insurance</i> / by A. V. Narsimha Rao, USD 13.50, Pp 143, ICAI University Press, ISBN: 81314-5730.</p> <p>The present book is focused on the most sought-after insurance products, the D&O Insurance Policies and Terrorism Insurance Policies, in the present socio-economic scenario. An effort is made to bring out various dimensions of liability insurance in general and D&O and terrorism insurances in particular.</p> <p>(The ICAI Journal of Insurance Law, April, 2008)</p>