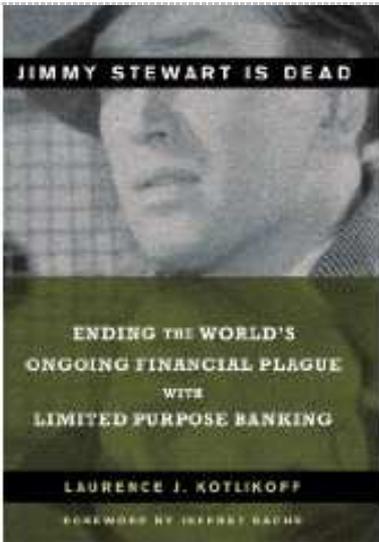
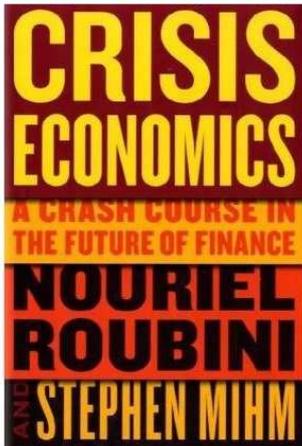
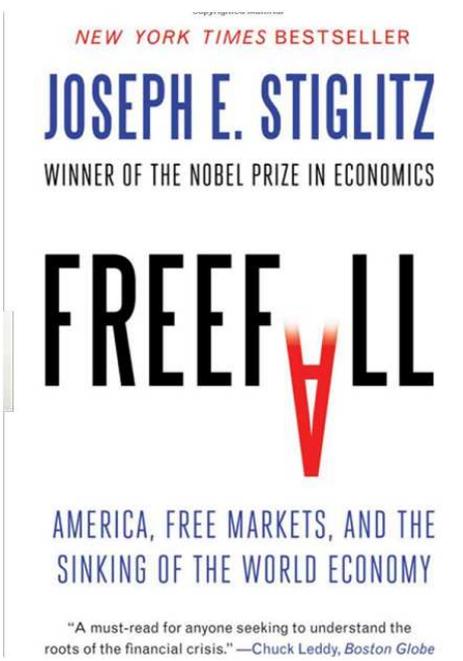


# Helmut F. Karner's book reviews 2<sup>nd</sup> & 3<sup>rd</sup> quarter 2010

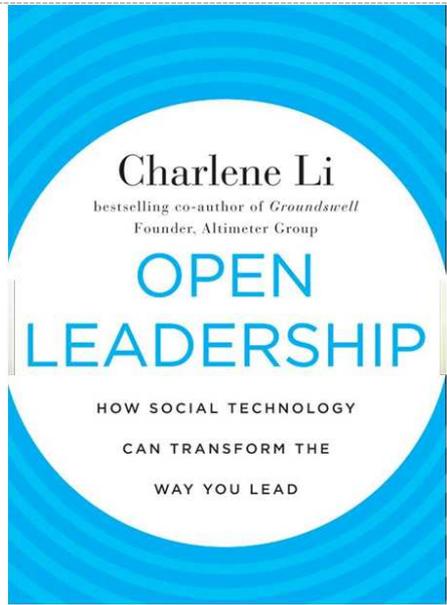
<p><b>Jimmy Stewart is Dead: <i>Ending the World's Ongoing Financial Plague with Limited Purpose Banking</i></b></p>	<p>Kotlikoff, Laurence J. 8/3/2010</p>	<p>Wiley 047058155 7</p>	<p>27.95 \$</p>	<p>***</p>	<p>Eco</p>
	<p>Discover how the global financial plague is poised to return, and what can be done to stop it. This is not your father's financial system. Jimmy Stewart, the trustworthy, honest banker in the movie, <i>It's a Wonderful Life</i>, is dead. And so is his small-town bank, Bailey Savings &amp; Loan. Instead, we're watching <i>It's a Horrible Mess with Wall Street</i> (aka the Vegas Strip) playing ever larger craps with our economy and our tax dollars.</p> <p>This book, written by one of the world's most respected economists, describes in lively, humorous, simple, but also deadly serious terms the big con underlying the big game-the web of interconnected financial, political, and regulatory malfeasance that culminated in financial meltdown and brought us to our economic knees. But is also proposes a solution-Limited Purpose Banking, a straightforward and easily implemented plan to make Wall Street safe for Main Street.</p> <ul style="list-style-type: none"> <li>• Outlines the first and only proposal to fundamentally fix our financial disaster for good</li> <li>• Written by a leading economist whose insights on this topic are unparalleled</li> <li>• Explains the tenets of the plan, such as the regained government control of the money supply and the new role of insurance companies</li> </ul> <p>Jimmy Stewart Is Dead will fundamentally change the way you think about the economy, financial markets, and the government-sand even if you don't agree with Kotlikoff's conclusion, you'll find his analysis of the crisis and his simple solution a true economic eye-opener.</p>				
<p><b>Crisis Economics: <i>A Crash Course in the Future of Finance</i></b></p>	<p>Roubini, Nouriel May 11, 2010</p>	<p>Penguin Press 1594202508P</p>	<p>27.95 \$</p>	<p>***</p>	<p>Eco</p>
	<p>Nouriel 'Roubini is "Mr. Doom". He has predicted since 2006 that the financial bubble will burst.</p> <p>Roubini (Bailouts or Bail-ins), a professor of economics at NYU, was greeted with skepticism when he warned a 2006 meeting of the IMF that a deep recession was imminent. Along with economics historian Mihm, (<i>A Nation of Counterfeiters</i>) Roubini provides an in-depth analysis of the role of crises in capitalist economies from a historical perspective. With thumbnail sketches of nineteenth and twentieth century economic thought from Smith, Keynes, and others, they provide a context for understanding financial markets and the ways in which bankers and politicians relate to them. The authors also offer a theoretical context for understanding the current economic crisis and for using it as "an object lesson... in how to foresee them, prevent them, weather them, and clean up after them." Dismissing the "quaint beliefs" that markets are "self-regulating," they take issue with the simplistic populist assumption that the present crisis was caused by greed or something "as inconsequential as subprime mortgages." They blame Alan Greenspan's refusal to use the power of the Fed to dampen unbridled speculation, choosing instead to pump "vast quantities of easy money into the economy and keep it there for too long." This will be a useful guide for readers attempting to get a handle on the present crisis.</p>				

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<b>Freefall: America, Free Markets, and the Sinking of the World Economy</b>	Stiglitz, Joseph E. 2010	Norton & Co. 0393075966	<b>27.95 \$</b>	***	<b>Eco</b>
	<p>Written by a Nobel Prize recipient, a graduate of President Bill Clinton's Council of Economic Advisors, and a stout advocate of Keynesian economics, this inquest into the recession of 2007–09 lashes many designated villains, banks above all. Stiglitz assails financial institutions' size, their executive compensation, the complexity of their financial instruments, and the taxpayer money that has been poured into them. Stiglitz is very analytical. He dwells on incentives—perverse, in his argument—for risky financial legerdemain in housing mortgages. The temptations stemmed from deregulation of the financial industry, a Reaganesque policy Stiglitz rebukes: he favors re-regulation and more government involvement in the economy. In fact, Stiglitz waxes unhappily about the Obama administration's interventions, which thus far have been inadequate in his view. Zinging the Federal Reserve for good measure, Stiglitz insistently and intelligently presses positions that challenge those of rightward-leaning economists upholding the virtues of markets.</p> <p>"This is the best book so far on the financial crisis. Joseph Stiglitz . . . is knowledgeable about the historical background, immersed in the policy debate and a pioneer of the economic theories needed to understand the origins of the problems". (Financial Times )</p>				
<b>Employees First, Customers Second: Turning Conventional Management Upside Down</b>	Nayar, Vineet 6/2010	HBSP 1422139069	<b>24.95 \$</b>	***	<b>Man Org</b>
	<p>One small idea can ignite a revolution just as a single matchstick can start a fire. One such idea—putting employees first and customers second—sparked a revolution at HCL Technologies, the IT services giant. In this candid and personal account, Vineet Nayar—HCLT's celebrated CEO—recounts how he defied the conventional wisdom that companies must put customers first, then turned the hierarchical pyramid upside down by making management accountable to the employees, and not the other way around. By doing so, Nayar fired the imagination of both employees and customers and set HCLT on a journey of transformation that has made it one of the fastest-growing and profitable global IT services companies and, according to BusinessWeek, one of the twenty most influential companies in the world. Nayar recounts the exciting journey of how he and his team implemented the employee first philosophy by:</p> <ul style="list-style-type: none"> <li>• Creating a sense of urgency by enabling the employees to see the truth of the company's current state as well as feel the "romance" of its possible future state</li> <li>• Creating a culture of trust by pushing the envelope of transparency in communication and information sharing</li> <li>• Inverting the organizational hierarchy by making the management and the enabling functions accountable to the employee in the value zone</li> <li>• Unlocking the potential of the employees by fostering an entrepreneurial mind-set, decentralizing decision making, and transferring the ownership of "change" to the employee in the value zone</li> </ul> <p>"I'm on the verge of the verge of declaring that Mr. Nayar could be the next Peter Drucker."--Tom Peters ???</p>				

## Helmut F. Karner's book reviews 2<sup>nd</sup> & 3<sup>rd</sup> quarter 2010

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<b>Open Leadership: How Social Technology Can Transform the Way You Lead</b>	Li, Charlene 5/2010	Jossey-Bass 0470597267	<b>27.95 \$</b>	***	<b>Dig Bus</b>
	<p>Charlene Li is founder of the Altimeter Group and the coauthor (with Josh Bernoff) of the critically acclaimed, bestselling book Groundswell. She is one of the foremost experts on social media and technologies.</p> <p>She has written now an essential guide for leaders who want to use social media to be "open" while maintaining control.</p> <p>"Be Open, Be Transparent, Be Authentic" are the current leadership mantras-but companies often push back. Business is premised on the concept of control and yet the new world order demands openness-leaders do not know how to be open and be in control. This must-have resource will help the modern leader understand how to lead in the new open world-where blogging, twittering, facebooking, and digging are becoming the norm. the author lays out the steps that leaders must take to transform their organizations and themselves into being "open" -and exactly what that will mean.</p> <ul style="list-style-type: none"> <li>• Shows how to use social media to become an open organization</li> <li>• Offers basic advice for leaders who are adapting to the new era of openness in the marketplace</li> </ul>				

***I apologize that this time three out of five books are about the finance crisis. But there is a meaning to it – the reasons have not be well analyzed yet, the solutions are missing, and they soon will get back “to normal”, as if nothing had happened.***

***hfk***