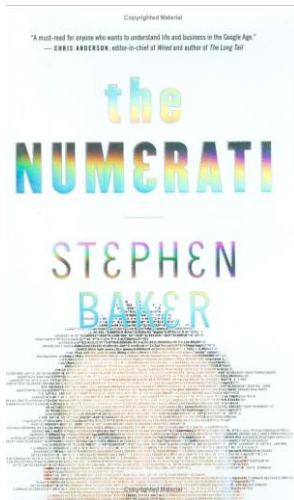


The Numerati	Baker, Stephen 8/2008	Houghton Mifflin 0618784608	26.00 \$	***	Bus Dig
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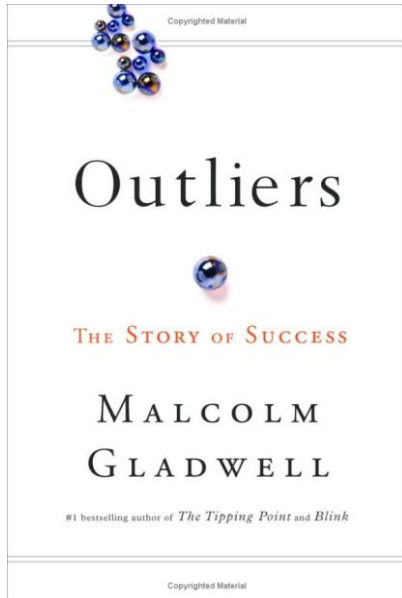
Stephen Baker, journalist at „Business Week“, puts his finger on perhaps the most important cultural trend today: the explosion of data about every aspect of our world and the rise of applied math gurus who know how to use it. In this captivating exploration of digital nosiness, business reporter Baker spotlights a new breed of entrepreneurial mathematicians (the numerati) engaged in harnessing the avalanche of private data individuals provide when they use a credit card, donate to a cause, surf the Internet—or even make a phone call. According to the author, these crumbs of personal information—buying habits or preferences—are being culled by the numerati to radically transform, and customize, everyday experiences;

Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World	Fraser, Matthew; Dutta, Soumitra UK 11/2008 US 1/09	John Wiley 0470740140	15.99 £ 29.95 \$	***	Dig
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The two INSEAD Professors have come up with a well-researched book, which is probably the most up-to-date and comprehensive description of the state-of-the-art of Social Networking. “This book is a must read for all social activists, politicians or managers who have an interest in understanding how our society is morphing” (C.K. Prahalad). This book argues that while the Web 2.0 revolution has reached a tipping point socially, especially among the young generation, it is facing powerful forces of resistance inside organizations – especially corporations (“Enterprise 2.0”) and government bureaucracies (government 2.0). Everybody involved in senior management must understand the dynamics of the Web 2.0 revolution before it is too late.

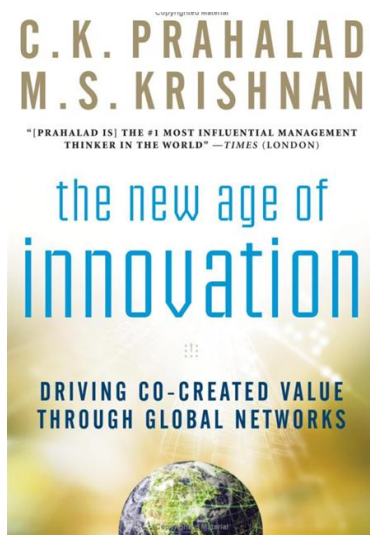
Outliers: The Story of Success	Gladwell, Malcolm Nov. 2008	Little, Brown and Company 0316017922	27.99 \$	***	Bus
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A gorgeous new book from Malcolm Gladwell, the author of “The Tipping Point” and “Blink”. *Outlier: 1. Something that is situated away from or classed differently from a main or related body 2. A statistical observation that is marked different in value from the others of the sample.* Why do some people succeed, living remarkably productive and impactful lives, while so many more never reach their potential? Challenging our cherished belief of the "self-made man," he makes the democratic assertion that superstars don't arise out of nowhere, propelled by genius and talent: "they are invariably the beneficiaries of hidden advantages and extraordinary opportunities and cultural legacies that allow them to learn and work hard and make sense of the world in ways others cannot." Examining the lives of outliers from Mozart to Bill Gates, he builds a convincing case for how successful people rise on a tide of advantages, "some deserved, some not, some earned,

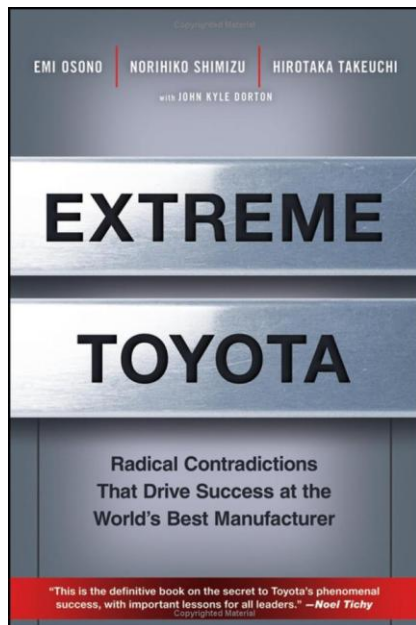
some just plain lucky."

The New Age of Innovation: Driving Co-created Value Through Global Networks	Prahalad, C.K., Krishnan, M.S. 2008	McGraw Hill 0071598286	29.95 \$	***	Bus
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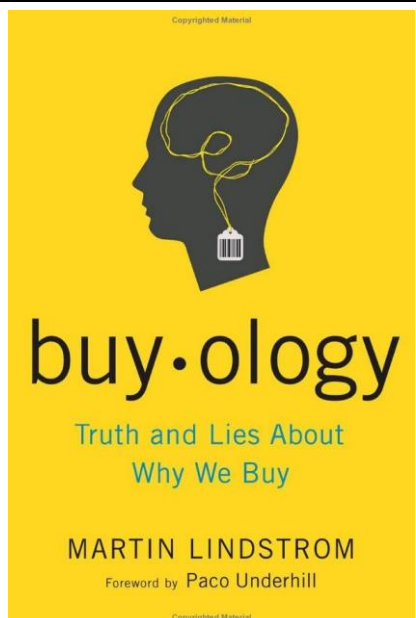
C.K. Prahalad, named the “world’s most influential management thinker” by the Times, “the most influential thinker on business strategy today” by Business Week has teamed up with his IT colleague professor from University of Michigan, M.S. Krishnan, another Indian. They unveil the critical missing link in connecting strategy to execution--building organizational capabilities that allow companies to achieve and sustain continuous change and innovation. The New Age of Innovation reveals that the key to creating value and the future growth of every business depends on accessing a global network of resources to co-create unique experiences with customers, one at a time. To successfully compete on the battlefields of 21st-century business, companies must reinvent their processes and culture in order to sustain innovative solutions. Ideal because it combines Prahalad’s strategy approach, which can’t work without proper IT and Information Management solutions.

Extreme Toyota: Radical Contradictions That Drive Success at the World's Best Manufacturer	Takeuchi, Hirotaka; Osono, Emi; Shimizu Horitiko (5/2008)	Wiley 0470267623	27,95 \$	***	Bus
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After many books about Toyota (mainly from Jeffrey Liker) comes probably the most authentic explanation of the world's #1 carmaker. Because it is written by Japanese, especially Hirotaka Takeuchi, the co-author of the 1996 breakthrough illumination book "The Knowledge-Creating Company". With unprecedented access to the inner working of Toyota, the authors spent six years researching the company, interviewing hundreds of executives and employees, and discovering the company's secret of success. What they uncovered will surprise you: it is not just systems (TPS – The Toyota Production System) , it is rather its organizational DNA that enables it to constantly self renew and generate ongoing innovation. The book offers a lot of graphs and charts, and is scientifically to be taken serious. This makes it not always easy reading though.

Buyology: Truth and Lies About Why We Buy	Lindstrom, Martin 10/2008	Doubleday Business 0385523882	24.95 \$	***	Mar
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Martin Lindstrom consults many multinational companies on Marketing and Branding. How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? An eye-grabbing advertisement, a catchy slogan, an infectious jingle? Does sex actually sell? Do companies copy from the world of religion and create ritual? Or do our buying decisions take place below the surface, so deep within our subconscious minds, we're barely aware of them?

Lindstrom presents the astonishing findings from his groundbreaking, three-year, seven-million-dollar neuromarketing study, a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what seduces our interest and drives us to buy.