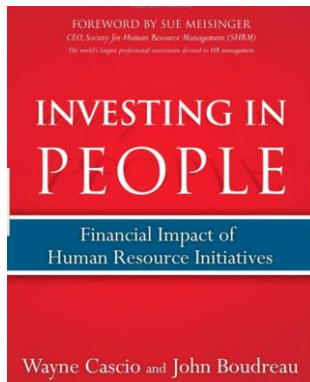


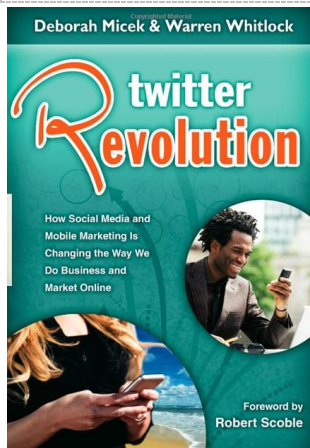
Helmut F. Karner's book reviews 1st quarter 2009

Investing in People: <i>Financial Impact of Human Resource Initiatives</i>	Cascio, Wayne F.; Boudreau, John W. 2008	FT Press 0132394111	39.99 \$	***	Bus
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Two veterans of Human Resource Management and proven authors (Boudreau: "Beyond HR" – Cascio: "Investing in people") deal with a topic which becomes ever more important in difficult times: What is the ROI of investing in people? Is there a link between HR practices and organizational performance? They provide powerful techniques for looking inside the HR operations, tracking the true effectiveness of talent development, logical connections to business outcomes and using proper HR metrics to make better decisions. "If you can't measure it, you can't manage it." This is one of the key business paradigms which are being addressed by this book. An essential hint for HR professionals to prove to their management and companies the value of the human resources in a corporation and how to improve the human capital.

Twitter Revolution: <i>How Social Media and Mobile Marketing is Changing the Way We Do Business & Market Online</i>	Whitlock, Warren; Micek, Deborah 10/2008	Xeno Press 1934275077	18.97 \$	***	Dig
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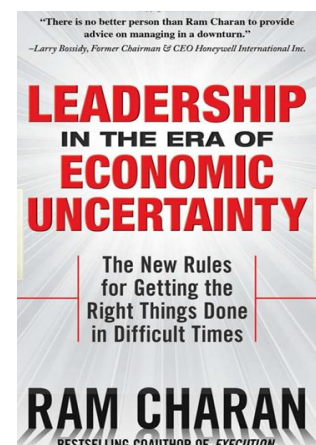
Twitter is a social media platform where people restrict themselves to communicate in messages of 140 characters or less. It has become a media revolution. Micro-blogging like twitter is the rising tide of social media. Micek and Warren show you that illiteracy is no reason not to self publish. The power of their book lies in the profound points that it makes over and over again. This book has two earthshaking things to say. 1) People using Twitter knew minutes before the rest of the world that there had been a major earthquake in China. 2) You can outmaneuver the corporate world by starting conversations on Twitter and finishing them on the telephone (or some other medium). An essential guide to understand what's happening new in social media.

Leadership in the Era of Economic Uncertainty: The New Rules for Getting the Right Things Done in Difficult Times	Charan, Ram 2009	Mc-Graw-Hill 0071626166	22,95 \$	***	Bus
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Ram Charan, the Indian born business school professor and (co-) author of many relevant business books is very quick to have come up with the textbook how to lead and manage the real economy companies in the crisis situation of today. Are you up to the task?

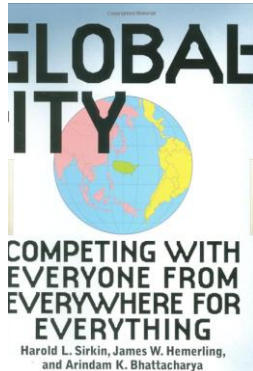
Ram Charan comes up with very practical, hands-on suggestions and compelling stories to

- Protect cash flow vigilantly, even daily, and use cash more efficiently
- Use ground intelligence to survive the storm and position your business to thrive in the aftermath
- Develop a better understanding of your customers
- Reevaluate your pricing strategy and capital expenditures.
- Use cost cutting strategically



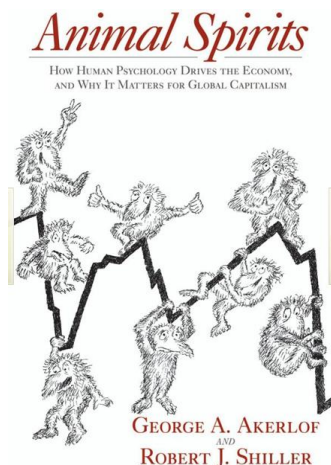
Helmut F. Karner's book reviews 1st quarter 2009

Globality: Competing with Everyone from Everywhere for Everything	Sirkin, Hal; Hemerling, Jim; Bhattacharya, Arindam (6/2009)	Business Plus 0446178306	16,99 \$	***	Eco Bus
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The three financial consultants Sirkin, Hemerling and Bhattacharya introduce their concept of “*globality*”, the next stage of globalization. Following the hundreds of emerging-market companies that have benefited from the migration of production to their lower-cost shores, the authors assert that the flow of opportunity is now changing; it is developing into the equivalent of a corporate tsunami that could threaten the existence of some of the most established companies in the developed world. The emerging companies in India, China and Mexico have absorbed and applied lessons from their outsourcing experiences and are in a position to challenge the very companies they first partnered with. The authors explore the strategic changes companies in developed nations must make to meet this new reality. On which side is Slovenia going to end up?

Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism	Shiller, Robert J.; Akerlof, G.A. (2009)	Princeton University Press 0691142335	24.95 \$	***	Eco
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The recipes of the economists of the past (from Keynes to Hayek to Friedman) do not work in this crisis. The popular economists of today (and Nobel-prize winners) like Paul Krugman or Joseph Stiglitz are not free from erroneous views and having overlooked the risks which have built up over the past years. And they again belong to a certain school (today obviously the Keynesians are more “in” than the liberal scholars). Now Robert Shiller from Yale (who has a good track record of having warned early enough (“Irrational Exuberance”)) and the Nobel prize winner 2001 George Akerlof from Berkeley are the first to try to rework economic theory for our times. The effort itself makes their book a milestone. . . . And their book takes their case not just to economists, but also to the general reader. They argue that the key is to recover Keynes's insight about 'animal spirits'-- the attitudes and ideas that guide economic action. The orthodoxy needs to be rebuilt, and bringing these psychological factors into the core of economics is the way to do it.