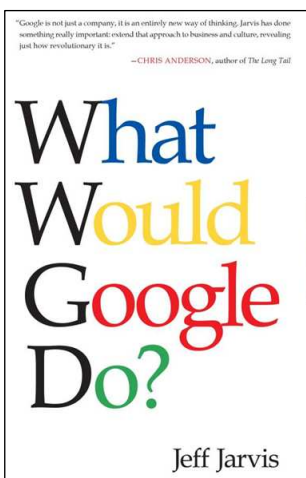


Helmut F. Karner's book reviews 3rd quarter 2009

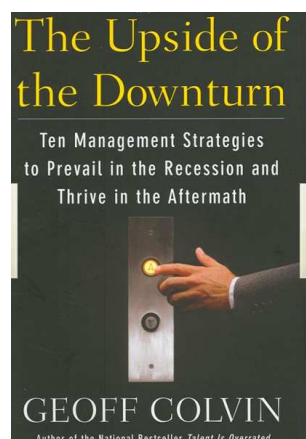
What Would Google Do?	Jarvis, Jeff 1/2009	Harper-Collins 978-0-06-170971-5	26.99 \$	**	Bus Dig
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Google is definitely a reference corporation today. It has reinvented the internet business. But it has also a remarkable culture, philosophy and leadership style. They would not be leading the industry if they were not absolutely obsessed by and committed to having the best people available to their industry. An avant-garde organization and very advanced technology – blended with the best people – is the formula for success.

It is therefore no wonder that intelligent writers – like the blogspotter and media columnist Jarvis – try to apply Google's business principles to a whole industry. Jarvis comes up with certain rules which can be applied by any ambitious company – better than recipes: Customers are now in charge, people anywhere can find each other and join forces to support a company's efforts or oppose them, life and business are more public, conversation has replaced marketing, and openness is the key to success; hand over control to anyone; middlemen are doomed; and your worst customer is your best friend, and your best customer is your partner. A series of practical, hands-on suggestions, not to be used to simulate Google but to better understand which are the principles for a good business today.

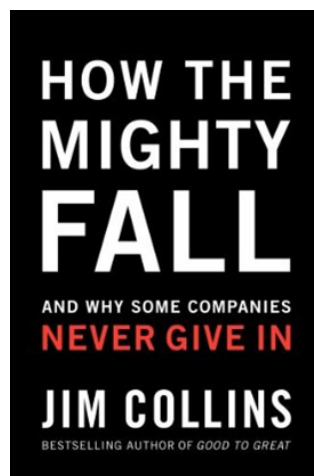
The Upside of the Downturn: Ten Management Strategies to Prevail in the Recession and Thrive in the Aftermath	Colvin, Geoff 6/2009	Portfolio 1591842964	24.95 \$	***	Bus
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This downturn will separate the leading companies from the followers. The followers will wait until the mud clears – and they will use all their energies exclusively to fight the crisis – to run like the hamster even faster in its wheel. The leaders will obviously also manage the present, especially by securing their liquidity and managing their balance sheet. But they will also spend a considerable time and effort already today to ensure they are fitter when the crisis ends. After the crisis nothing will be like before, business model will fade and will be replaced by new ones. And those need to be prepared – today!

Geoff Colvin, Senior Editor at Large at *Fortune Magazine*, has interviewed many smart business leaders: Cost cutting and slashing headcount is not enough, the business needs to be reinvented – now! He comes up with ten solidly grounded strategies which will increase any company's competitiveness and build its long-term value. A solid book with non trivial recommendations, easily readable.

How The Mighty Fall: And Why Some Companies Never Give In	Collins, Jim 5/2009	Jim Collins 0977326411	23.99 \$	***	Bus
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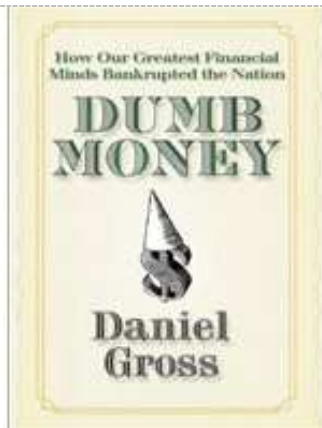
Jim Collins calls himself a student of companies--great ones, good ones, weak ones, failed ones. He has written the substantial books "Built to Last" and "From Good to Great". His approach is to study thoroughly companies, leaders, behaviors and to draw conclusions from common patterns he finds there. Therefore he comes up with real stories and not just concepts. Decline, it turns out, is largely self-inflicted, and the path to recovery lies largely within our own hands. Collins has uncovered five stages of decline:

1. Hubris Born of Success
2. Undisciplined Pursuit of More
3. Denial of Risk and Peril
4. Grasping for Salvation
5. Capitulation to Irrelevance or Death.

It is essential to understand where one stands to avoid falling into the next step. Unfortunately many mighty who fall will never read Jim Collins. Had they read his previous books they would not have even gotten into the situation.

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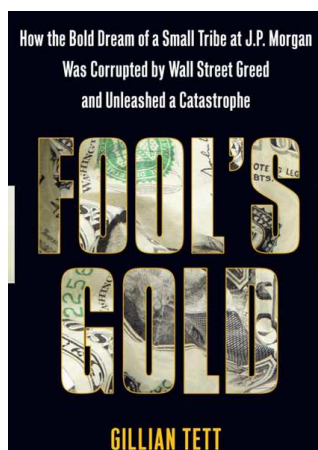
Dumb Money: How Our Greatest Financial Minds Bankrupted the Nation	Gross, Daniel 4/2009	Free Press 1439159874	9.99 \$	***	Fin
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This tiny booklet of 104 pages is written by one of the most prominent financial writers today, Daniel Gross, Senior Editor at *Newsweek*. “How did the Ownership Society (i.e. USA) devolve so quickly into Bailout Nation? What turned the Bush Boom – a period of low interest rates, rising asset prices, and economic growth – into Hoover 2.0? How did the crown jewel of American capitalism – our financial services industry – transform into cubic zirconium? What happened?”

“How did we get to this point of financial disaster? Is the economy just a huge, Madoff-esque Ponzi scheme? It is a complicated and confusing story”. Gross offers a guide to the debacle and to what the future may hold. This is not so much a book about who did what, though that's part of the story. Rather, it pieces together the building blocks of the debt-fueled economy, and distills the theory and personalities behind our late, lamented easy money culture. Easy to read, a complicated matter simply explained.

Fool's Gold: How the Bold Dream of a Small Tribe at J.P. Morgan Was Corrupted by Wall Street Greed and Unleashed a Catastrophe	Tett, Gillian 05/2009	Free Press 141659857X	26.00 \$	***	Fin Eco
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Gillian Tett runs global market coverage for the *Financial Times*, she was also named British Business Journalist of the Year 2008. And she deserves it. She came up with newsbreaking warnings of a crisis more than a year ahead of the curve. Fool's Gold tells the astonishing unknown story at the heart of the 2008 meltdown.

Drawing on exclusive access to J.P. Morgan CEO Jamie Dimon and a tightly bonded team of bankers known on Wall Street as the "Morgan Mafia," as well as in-depth interviews with dozens of other key players, including Treasury Secretary Timothy Geithner, Tett brings to life in gripping detail how the Morgan team's bold ideas for a whole new kind of financial alchemy helped to ignite a revolution in banking, and how that revolution escalated wildly out of control.

Fool's Gold is both a rare journey deep inside the arcane and wildly competitive world of high finance and a vital contribution to understanding how the worst economic crisis since the Great Depression was perpetrated.