

Top 10 Business Books

Although there may be uncertainty about whether the economy is really picking up, one thing is for certain: business publishers are still hard at it. Below are the 10 best business titles reviewed in *Booklist* since the last Spotlight on Business that are worthy of inclusion in any business collection. —Brad Hooper

The AARP Retirement Survival Guide: How to Make Smart Financial Decisions in Good Times and Bad. By Julie Jason. Sterling, paper, \$14.95 (9781402743412).

The AARP brand works extraordinarily well in providing valuable and objective information that readers can put to good use—especially on the subjects of health care and finances.

Broker, Trader, Lawyer, Spy: The Secret World of Corporate Espionage. By Eamon Javers. Harper, \$26.99 (9780061697203).

Javers recommends that spy firms be revealed to the public through a spy registry comparable to lobbying firms' disclosure rules and be coordinated by the SEC.

The Design of Business: Why Design Thinking Is the Next Competitive Advantage. By Roger Martin. Harvard Business, \$26.95 (9781422177808).

Martin offers thoughtful and valuable insight for all managers in applying design thinking (which balances analytical mastery and intuitive originality) and concludes with important instructions for individuals who want to become design thinkers.

Economics for the Rest of Us: Debunking the Science That Makes Life Dismal. By Moshe Adler. New Press, \$24.95 (9781595581013).

For educated readers not schooled in economics, Adler sets out to explain the key concepts and theories of mainstream economics as well as less-well-known alternative theories.

The End of Wall Street. By Roger Lowenstein. Penguin, \$27.95 (9781594202391).

Although the events leading up to the financial crisis of 2008 have been chronicled from many angles, Lowenstein takes a deeper look at the systemic oversights that led up to that event.

Pull: The Power of the Semantic Web to Transform Your Business. By David Siegel. Portfolio, \$27.95 (9781591842774).

Always ahead of the curve, Siegel, an early proponent of the Internet, envisions the future of "smart computing," which will unfold over the next 10 years.

The Relentless Revolution: A History of Capitalism. By Joyce Appleby. Norton, \$29.95 (9780393068948).

In this excellently presented book, historian Appleby traces capitalism from early industrialization to the present global economy.

Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete. By Byron Reeves and J. Leighton Read. Harvard Business, \$29.95 (9781422146576).

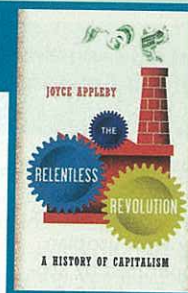
This collaboration between a Stanford University professor and a venture capitalist, both geeks at heart, lives up to its title. Games and virtual reality are shown to provide the right kind of business platform to solve common corporate "people" problems.

War at the Wall Street Journal: Inside the Struggle to Control an American Business Empire. By Sarah Ellison. Houghton, \$27 (9780547152431).

Ellison, a former *Wall Street Journal* reporter, tells the riveting story of the acquisition of Dow Jones & Company and the *Journal* in August 2007 by media giant Rupert Murdoch.

Women Lead the Way: Your Guide to Stepping Up to Leadership and Changing the World. By Linda Tarr-Whelan. Berrett-Koehler, \$24.95 (9781605091358).

The author draws on research in the U.S. and abroad showing how greater involvement by women in leadership positions leads to new perspectives and more effective solutions.



imperatives of pro- and anti-Castro presumptions and restores a realistic sense of what 1950s Cuba was like, including the guarded optimism with which many upper-crust Cubans such as Lobo initially viewed Castro's seizing of power. Rathbone's care with social atmosphere lifts his portrayal of Lobo above the usual life-of-a-tycoon and enriches the historical understanding of readers contemplating post-Castro Cuba. —Gilbert Taylor

The Trillion-Dollar Conspiracy: How the New World Order, Man-Made Diseases, and Zombie Banks Are Destroying America.

By Jim Marrs.

July 2010. 464p. Morrow, \$26.99 (9780061970689). 330.9.

Marrs is the best-selling author of several books covering alleged cover-ups and conspiracies, including *The Rise of the Fourth Reich*, 2008. Here he presents a mix of both right-wing conspiracy theories, such as New World Order domination by the Illuminati, and left-wing conspiracy theories, like the planned failure of deregulation, along with charges we can all agree on, such as the bank bailout as a financial coup d'état for the privileged ultrawealthy. From Reagan to Obama to Congress, he leaves no president or party out of the conspiracy blame game, outlining a "plan" for world domination that goes back to 1913. Big corporations, banks, schools, and even psychiatrists are all implicated. Amid the paranoia are a number of genuine alarming trends showing that this country and the world are on a path to economic destruction; these include the overreaching power of the Fed, the disparity between the haves and the have-nots, and the increasing role of corporations in shaping public policy. Read with several grains of salt, this piece can be alternately amusing and frightening. —David Stegfried

The Wall Street Journal Essential Guide to Management: Lasting Lessons from the Best Leadership Minds of Our Time.

By Alan Murray.

Aug. 2010. 240p. HarperBusiness, paper, \$16.99

(9780061840333). 658.

The point of this well-written handbook is readily identifiable: how to be a good manager. What is found here are readable ideas from the deputy managing editor of the *Wall Street Journal*, winner—not surprisingly, once you've entered into the book's pages—of several awards for his own writing. It's a big topic, obviously, and one that is not easily defined. People are promoted to the managerial level in droves every day, few with any guidance in good management, "as if the airlines chose their pilots from among their passengers." Where to turn for such help? Hopefully, to this book, wherein Murray lays out in helpful order and understandable prose what he considers the best practices for a good manager to follow; especially instructive are his discussions of "six different styles that leaders use to motivate others." Not only does his own experience stand behind the book, but