"There comes a time you have to choose between turning the page and closing the book" ~ Anonymous ~

**COMMUNITY DEVELOPMENT**


**Abstract:**

In *Owning Our future*, the author shows that a new model of ownership is arising and spreading in our time, which she calls generative ownership. It’s most often private ownership, but with a purpose of serving the common good. *Generative ownership* models include cooperatives, employee-owned firms, community land trusts, community banks, credit unions, foundation-owned companies, and many other models that root control in the hands of people who have natural interest in the health of their communities and local ecosystems.

Marjorie offers a simple pattern language to describe what makes these two different models of ownership work. Generative ownership features absentee membership and the rapid speculative trading of casino finance, built around the purpose of maximizing the extraction of financial wealth.

Since her groundbreaking book *The Divine Right of Capital*, Marjorie has focused her attention as a writer on how to resolve the foundational issue of ownership, and in *Owning*
Our Future, she shares the story of her personal journey of discovery. The book is written as a travelogue, with detailed accounts of her visits to each of the major initiatives she profiles. Along the way, she finds the five essential patterns of ownership design that make these models work. They are:

- Living Purpose: Creating the Conditions for Life
- Rooted Membership: Ownership in Living Hands
- Mission-Controlled Governance: Humans at the Helm
- Stakeholder Finance: Capital as Friend

CREATIVE ABILITY IN BUSINESS


Abstract:
For generations, Dartmouth College and the Tuck School of Business have influenced and driven global entrepreneurship. Dartmouth first include the world petroleum industry, technological breakthroughs like artificial intelligence and BASIC computer language, as well as popular products such as the Nerf football and the game Cranium.

Today, a key resource for the Dartmouth community is the Dartmouth Entrepreneurial Network (DEN), which helps anyone from undergraduates to faculty to alumni get their ideas off the ground and into the marketplace.

In From Idea to Success, entrepreneur, professor, and DEN founder Gregg Fairbrothers takes you step by proven step through the DEN approach, showing you how to apply the same principles to make your vision a reality. If you have an idea—any idea—from major technology innovations to consumer products or services to social enterprises, From Idea to Success shows you how to bring it to fruition.

This A-to-Z guide based on the start-up experiences of hundreds of entrepreneurs makes the process as simple as possible by breaking it down into three distinct steps:

**Step 1: Focusing and Refining Your Idea.** Define your goals, pinpoint your market, protect your idea, manage the risks in your undertaking.
Step 2: Business Planning Best Practices. Create a business plan, build your team, learn about the competition, raise finances, get the important legal issues right the first time.

Step 3: Managing Your Company. Develop strong negotiating, selling, and decision-making skills; manage your finances; correct your course as needed; and manage the transition to a healthy growing business.

Building a vibrant company based on your own creativity and hard work is one of the most fulfilling human enterprises there is. With this book, you can think and act like a successful entrepreneur from the very start. (ISBN: 978007176079)

CUSTOMER SERVICES


Abstract:
Apple Stores earn more money per square foot than any other retailer. At the end of Apple’s success and intense customer loyalty, however, aren't just “Insanely Great” products, but great people who are informed, empowered, and motivated to deliver an unbeatable customer experience. In The Apple Experience, internationally bestselling author Carmine Gallo details the principles and practices behind this total commitment to the customer and explains how your brand can achieve outstanding results by delivering this same high standard of service.

Carmine Gallo interviewed professionals at all levels who have studied Apple, and he spent hundreds of hours observing the selling floor in Apple’s retail space and learning about Apple’s vision and philosophy. Using insights and data from these sources, he breaks down Apple’s customer-centric model to provide an action plan with three distinct areas of focus:

- **Inspire Your Internal Customer** with training, support, and communications that create a “feedback loop” for improving performance at every level
- **Serve Your External Customer** with irresistible brand stories and dedicated salespeople who embody the APPLE five steps of service—Approach, Probe, Present, Listen, End with a fond farewell
- **Set the Stage** by ensuring that no element is overlooked in creating an immersive retail environment where customers can see, touch, and learn about your products
With *The Apple Experience*, you can improve the return on your investment in retail by adding real value to every customer interaction. Better still, any customers—can adopt the techniques by enriching lives, building loyalty, and reimagining the customer experience. *(ISBN: 9780071793209)*

DECISION MAKING


**Abstract:**

Why do people buy cars, electronics, and other expensive products that have received terrible reviews? Why would a president jeopardize his entire legacy by having an inappropriate relationship with an intern? Why would NASA ignore the advice of engineers, resulting in catastrophe for the *Challenger* and *Columbia* shuttle flights? Disastrous decisions are often made, and for nearly every poor choice, better alternatives have existed.

*Make up Your Mind* outlines author Hal Mooz's system for identifying those better alternatives and becoming Decision Fit. Decisions, good or bad, can have a significant effect on your future, your family's future, and your organization's future. Mooz's Decision Fitness approach consists of three decision-making models: the Decision Type Model, which characterizes what is at stake with any decision; the Decision Solution Model, which identifies the most suitable alternatives; and the Decision Judgement Model, which provides ten bases for judging suitable alternatives. These models guide your thinking to the most promising choice.

This step-by-step guide to exercising sound judgment includes critical advice, including how to:

- Specify the decision and the context
- Type the decision
- Characterize the alternatives
- Create alternatives and assess comparative information
- Knowledgeably select the right judgment basis
- Skillfully apply the appropriate judgment process
- Effectively manage power and peer pressure
- Objectively make the judgment and decisively implement the action.
People make hundreds of thousands of decision in a lifetime, and for each one, *Make Up Your Mind* provides the clarity and techniques to employ good judgment in your own life and to influence the decision making of others that you mentor. Here is the key to becoming Decision Fit. *(ISBN: 9781118172711)*

**EMPLOYEES – RATING OF**


Abstract:
With few exceptions, both managers and employees dread appraisal time. Managers are afraid of demotivating employees by giving them critical feedback and employees are afraid of receiving negative feedback that may threaten their jobs and even their careers. Both managers and employees may consider the process a waste of time and energy. The purpose of this book is to help you invest your time and energy more effectively, aiming your efforts toward the goal of the perfect performance appraisal.

Increase productivity with high-impact performance reviews! Performance appraisals may not be everyone’s favorite task. Done right, though, they serve as a vital part of company strategy—and document in black and white your contribution to the organization’s success.

*Win-Win Performance Appraisals* gives you the knowledge, insight, and tools to transform every performance review from a painful, one-hour “sit down” into a collaborative process for achieving long-term goals. Get all the insight, tips, and tactics to:
- Align objectives with corporate strategy
- Write unbiased, productive evaluations
- Hold face-to-face reviews focused on moving forward—not looking back
- Avoid possible legal pitfalls
- Conduct follow-up reviews that benefit you and your employee.

*(ISBN: 9780071736114)*

Abstract:
Even the best businesses sometimes find themselves in a difficult situation when it comes to exporting. For most firms, it is a new area involving a set of complicated challenges, including language, tariffs, and the toughest challenge of all: how to track down new customers. Many companies see more work and less benefit in an export market rather than the home market. In other words, why bother?

Export Now explains in clear business language the steps you can take to compete and win in exports. Frank Lavin and Peter Cohan apply their decades of expertise in helping companies to break down the task into manageable components. Export Now is a step-by-step guide to tackling the international marketplace. The core messages of the book: (1) It is easier than you think; (2) you do need a plan. The authors offer you the tools to devise your own plan in Export Now. This book boils down the challenge into the “Five Cs” of exporting:

- Country: How to pick the right one.
- Customers: How they differ in new markets.
- Competitors: What to look for when you are away from your home market.
- Capabilities: What you need to win.
- Capability Gap: How to close it.

Export Now draws on over twenty case studies based on the authors’ work helping thousands of SMEs that ventured into new markets. The cases outline their successes, failures, and avoidable mistakes… (ISBN: 978047082168)


Abstract:
This timely book casts new light on the key issues arising from the contentious debate around the future of the European Social Model.
Marie-Ange Moreau brings together leading experts to provide a thorough and well-informed response to the recent developments in European social and labour law and policy, in the light of institutional changes. The contributing authors provide unique insights as they evaluate the impact of the enlargement processes, the implications of the Lisbon Treaty, the integration of the Charter into EU law and, crucially, the evaluation of the European evolutions in the context of the economic crisis.

*Before and After the Economic Crisis* will appeal to academics, researchers and graduate students working on European labour law, industry relations, social policy and gender issues and related topics in economics and political sciences.  

(ISBN: 9781849809924)

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**LEADERSHIP**


**Abstract:**

“All In, All The Time”- For Gary Burnison, CEO of the world’s largest executive search firm, these five simple words perfectly capture the essence of great leadership. There can be no half measures. Complete commitment, total engagement, and a powerful sense of personal responsibility are the criteria for true leadership excellence. It’s more than a job; it’s a way of life. But how do you get there? In this groundbreaking book, Burnison provides the answer.

In the *Twelve Absolutes of Leadership*, Burnison distills this vast experience into an actionable plan for building world-class leadership skills. You’ll learn how to train your focus on the twelve most critical elements of leadership, so you can:

- Establish your vision and develop a strategy for achieving it
- Inspire your people to embrace the change you envision
- Measure the effectiveness of your leadership
- Build powerful teams that are aligned in purpose and strategy
- Foresee new opportunities and adjust your course to meet them
Nothing in business or life generates greater personal satisfaction than affecting people’s lives in a positive way through excellent leadership. The author refers to it as “eighth wonder of the world.”

The prospect might seem daunting, but Burnison makes it more accessible than you thought possible. He presents a framework based on enduring human truths, which is based in every leadership role and arena. All you have to do is apply it with dedication and determination. *(ISBN: 9780071787123)*

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**NEGOTIATION**


**Abstract:**
- Are you afraid to ask for that raise or promotion or just don’t know how?
- Ever wonder why some women who get divorced end up with the financial resources they need to get on with their lives, while others suffer a drastic reduction in lifestyle?

Discover the three keys to negotiating success for women – *Be Confident, Be Prepared and Be Willing to Walk Away*. Most have strong collaborative skills, many are extremely persuasive, and some excel at taking the negotiating situation they find and creating a different one that better suits their needs.

Understand the 10 most common mistakes that women make and how to avoid them. Learn from women such as CEO of Avon Andrea Jung, Chairman of Hearst Magazines Cathie Black, Emmy-winning actress Christine Baranski, and television anchor Alexis Glick how to get what you deserve in every aspect of your life, whether it is earning more money, buying your next car, or just getting your husband to help around the house.

*(ISBN: 9780071746502)*
POWER RESOURCES – POLITICAL ASPECTS


Abstract:
We can be sure that, in the years ahead, new “surprises” will upset whatever is the current consensus, change perspectives, redirect both policy and investment, and affect international relations. These surprises may be shocks of one kind or another—from political upheavals, wars or terrorism, or abrupt changes in the economy. Or they could be the result of accidents or of nature’s fury. Or they could result from unanticipated technological breakthroughs.

But one thing we can be pretty certain: The world’s appetite for energy in the years ahead will grow enormously. The absolute numbers are staggering. Whatever the mix, in the years ahead, energy and its challenges will be defining for our future. (ISBN: 9780143121947)
“Books are the **QUIETEST** and most **CONSTANT** of friends; they are the most **accessible** and **wisest** of counselors, and the most **patient** of teachers.”

~ Charles William Eliot ~

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