

[Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by Teni Bedrosian

[NEW BOOKS]

Go put your strengths to work: 6 powerful steps to achieve outstanding performance by Marcus Buckingham. "Buckingham, an authority on workplace issues, provides a road map for managers to learn for themselves and then teach their employees how to approach their work by emphasizing their strengths rather than weaknesses. He offers a six-step plan... the best way to compete is capitalizing on your strengths..., volunteering your strengths at work, lessening the impact of your weaknesses on your team, effectively communicating the value of your strengths while limiting work..., and building habits and pushing activities that play to strength." (Booklist) **658.3 B923-1**

Don't retire, rewire!: 5 steps to fulfilling work that fuels your passion, suits your personality, and fills your pocket by Jeri Sedlar. "With the oldest boomers now beginning to move out of the workplace, the onslaught of what to do next, with good advice, stories, and revised editions, is upon us. Recruits and counselors Sedlar and Miners reprise their tips, hints, quizzes, and lists of a few years ago, with the emphasis on rewirement. Exercises help uncover what makes you tick--and beam. What about examining the best of careers and business--likes, dislikes, and what they call "drivers"? More than 80 descriptors are compiled as guides." (Booklist) **331.1133 S449 2007**

Blessed unrest: how the largest movement in the world came into being, and why no one saw it coming by Paul Hawken. "Environmentalist Hawken believes that we are in the midst of a world-changing rise of activist groups, all "working toward ecological sustainability and social justice." Rather than an ideological or centralized movement, this coalescence is a spontaneous and organic response to the recognition that environmental problems are social-justice problems. Writing with zest, clarity, and a touch of wonder... Hawken offers a fascinating history of our perception of nature and human rights..." (Publishers Weekly) **339 H392-1**

It's called work for a reason!: your success is your own damn fault by Larry Winget. "With a writing style best described as full-throttle rant, the host of the A&E reality show Big Spender reveals the naked truth about careers, the employer/employee relationship, management skills, productivity and pay. Yet he delivers. His brutal frankness about what's wrong with how businesses...operate offers a refreshing contrast to other career counseling and management books... Companies, as he repeatedly stresses, exist to make a profit, not to make their employees happy or feel fulfilled. Winget's advice is solid: delivering results is the most fulfilling career move one can make" (Publishers Weekly) **658.017 W769**

The squandering of America: how the failure of our politics undermines our prosperity by Robert Kuttner. "...many of the policies, institutions and regulations of the New Deal have been abandoned in favor of a more business-friendly orientation. Kuttner argues that these changes have further enriched the already wealthy at the expense of America's lower and middle classes, exacerbating inequality and systematically weakening the economy. The controversial *American Prospect* editor favors a form of soft capitalism, in which the vicissitudes of the market and the risk to which it exposes ordinary Americans are tempered by government intervention—or, as he colorfully puts it, public regulation of the market's self-cannibalizing tendencies." (Publishers Weekly) **330.973 K967-2**



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[PERSONAL FINANCE]

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CNN's personal finance provides useful information on life insurance, mortgage rates, Money 101, retirement, real estate calculators and even how to keep your finances in check.

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<http://www.morningstar.com/Cover/PersonalFinance.html>

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<http://www.federalreserveeducation.org/pfed/>

For fun and interactive personal finance education, visit this site and learn to build your wealth, and how the creation of money affects interest rates. Includes what to know before getting into a mortgage, basics of foreign trade & exchange, everyday economics and much more.

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[EVENTS]

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Saturday, February 9, 2008 in the Mark Taper Auditorium 1:00-3:00 p.m.

“8th Annual FUNDING Workshop – Show Me the Money: Angel/Venture Capital and Debt Financing for Inventors, Entrepreneurs and Small Business”

Saturday, March 15, 2008 in the Mark Taper Auditorium 1:00-3:00 p.m.

“Toy and Game Industry: Inventing Fun Opportunities”