

[Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by Teni Bedrosian

[NEW BOOKS]

The complete TurtleTrader: the legend, the lessons, the results by Michael W. Covel. “Covel (*Trend Following*) revisits a famous financial trading experiment conducted by Wall Street trader Richard Dennis... Dennis, who quickly learned how to trade...at age 17, had made a reported \$200 million by 1983. To settle an argument with fellow trader William Eckhardt about whether trading ability was innate or could be taught, he put an ad in the *Wall Street Journal* offering to teach candidates how to trade in two weeks... Of the thousands of people who applied, 23 turtles were accepted. Their trading made \$100 million for Dennis, leading some to become highly successful traders... Having tracked down most of the people involved, Covel describes the turtle training...and speculates on why some turtles succeeded more than others.” (Publishers Weekly) **332.64 C873**

Judgment: how winning leaders make great calls by Noel M. Tichy and Warren G. Bennis. “Leadership gurus Tichy (*Control Your Own Destiny or Someone Else Will*) and Bennis (*On Becoming a Leader*) examine the critical role judgment plays in effective leadership. Calling judgment the essence of leadership, they identify three judgment domains that can undermine any leader's success—people, strategy and crisis—and explore such challenges as selecting the top team, CEO succession, and crisis as a leadership development opportunity. The good news: even if one isn't born with good judgment, it can be learned. This engaging and thorough work should be mandatory reading for executives and managers at all levels.” (Publishers Weekly) **658.31242 T555-2**

What the customer wants you to know: how everybody needs to think differently about sales by Ram Charan. “Charan (*Know-How*) skillfully and efficiently offers a tutorial on upgrading the productivity of any size company's sales force. His answer: evolve salespeople from order takers to knowledgeable ambassadors who approach customers armed with cost-saving solutions...The author recommends fostering in salespeople the skills and mindsets of a general manager and equipping them with a value account plan, or the document that defines the value proposition and the business benefits the customer can expect to get from it.” (Publishers Weekly) **658.72 C469**

The conscience of a liberal by Paul Krugman. “*Starred Review*. Economist and *New York Times* columnist Krugman's... great theme is economic equality and the liberal politics that support it. America's...middle-class society ... was created... by the policies of the Roosevelt Administration. By strengthening labor unions and taxing the rich to fund redistributive programs like Social Security and Medicare, the New Deal consensus narrowed the income gap... Things went awry...with the Republican Party's takeover by movement conservatism... initiatives to cut taxes for the rich, dismantle social programs and demolish unions, he argues, have led to sharply rising inequality, with the incomes of the wealthiest soaring while those of most workers stagnate.” (Publishers Weekly) **330.973 K94-2**

Bad samaritans: the myth of free trade and the secret history of capitalism by Ha-Joon Chang. “*Starred Review*. In the 1950s, South Korea was one of the poorest countries in the world, suffering the aftereffects of decades of brutal Japanese colonialism and war with its northern counterpart. During his childhood, Chang (*Kicking Away the Ladder*), a respected economist at the University of Cambridge, witnessed the beginnings of Korea's postwar economic miracle as Gen. Park Chung-Hee's dictatorship...set the economic groundwork that would lift Korea out of poverty.” (Publishers Weekly) **382 C455**

[IMPORTING & EXPORTING]

<http://www.export.gov/>

U.S. Government's Export Portal includes trade data and analysis, finding country information, trade events, market research, promoting your products overseas, finding a local U.S. office and much more.

<http://www.bis.doc.gov/licensing/exportingbasics.htm>

Bureau of Industry and Security (U.S. Department of Commerce) includes compliance and enforcement, export control basics, licensing, international programs, and an Introduction to Commerce Department Export Controls.

<http://www.cbp.gov>

U.S. Customs and Border Protection for imports and exports, includes tariff rates, Frequently Asked Questions, security filings, border wait times, foreign-trade forms, international agreements and much more.

<http://www.trade.gov/>

International Trade Administration includes finding statistics, export counseling, interacting with an advisory committee, information quality guidelines and much more.

<http://www.fita.org/>

The Federation of International Trade Associations includes trade finance and currency, European business directory, getting started in importing and exporting, maps and geography, weights and measures and much more.

[EVENTS]

For more information on any of these events, please call (213) 228-7110.

Saturday, April 12, 2008 in the Mark Taper Auditorium, 1:00 p.m. – 3:00 p.m.

“Annual Earth Day Green2Gold Workshop for Environmental Innovators/Entrepreneurs—Save the Planet and Get Rich, Too”

Saturday, May 3, 2008 in Meeting Room A, 10:00 a.m. – 12:00 p.m.

“BusinessDecision: Consumer Market Data Made Easy—Know Where to Find Your Next 1,000 Customers”

Wednesday, May 7, 2008 in Meeting Room A, 6:00 p.m. – 8:00 p.m.

“Financial Tools to Manage Your Business”