

# [Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by David Brenner

## [NEW BOOKS]

**Cheap: The High Cost of Discount Culture** by Ellen Ruppel Shell. "Shell tackles more than just discount culture in this wide-ranging book that argues that the American drive toward bargain-hunting and low-price goods has a hidden cost in lower wages for workers and reduced quality of goods for consumers. After a dry examination of the history of the American retail industry, the author examines the current industrial and political forces shaping how and what we buy. In the book's most involving passages, Shell deftly analyzes the psychology of pricing and demonstrates how retailers manipulate subconscious bargain triggers that affect even the most knowing consumers. The author urges shoppers to consider spending more and buying locally, but acknowledges the inevitability of globalization and the continuation of trends toward efficient, cost-effective production." (Publishers Weekly) **658.78 S544**

**A Colossal Failure of Common Sense: The Inside Story of the Collapse of Lehman Brothers** by Lawrence G. McDonald. "[It] gives the readers a visceral sense of what it was like to work at Lehman Brothers and the fateful decisions and events that led to the company's death spiral." (New York Times) **332.61 M135**

**The Education of an American Dreamer: How a Son of Greek Immigrants Learned His Way from a Nebraska Diner to Washington, Wall Street, and Beyond** by Peter G. Peterson. "Dire economic times have left many people wondering if the American dream is just a fairy tale... Peter G. Peterson offers a refreshingly credible, often cautionary tale of his own classic rags-to-riches rise -- and a few glimmers of hope, inspiration and guidance for the rest of us." (New York Times) **338.7092 P485**

**Free: The Future of a Radical Price** by Chris Anderson. "In the digital marketplace, the most effective price is no price at all, argues Anderson...A generational and global shift is at play—those below 30 won't pay for information, knowing it will be available somewhere for free, and in China, piracy accounts for about 95% of music consumption—to the delight of artists and labels, who profit off free publicity through concerts and merchandising. Anderson provides a thorough overview of the history of pricing and commerce, the mental transaction costs that differentiate zero and any other price into two entirely different markets, the psychology of digital piracy and the open-source war between Microsoft and Linux. As in Anderson's previous book, the thought-provoking material is matched by a delivery that is nothing short of scintillating." (Publishers Weekly) **658.7 A545-1**

**The Housing Boom and Bust** by Thomas Sowell. "Sowell's account qualifies the standard story that greedy investment bankers and mortgage brokers caused the whole crisis." (Newsweek) **332.72 S731**

## [JOB HUNTING GUIDE]

### Los Angeles Public Library's Job Hunting Guide

This guide lists more than 200 employment-related Web sites and resources, offers referrals to assistance available in-person and by telephone, and highlights selected online and print resources available from the library. The guide is designed for first-time job seekers, the unemployed, job seekers making career transitions, and employers with job opportunities.

The guide is divided into five chapters and provides valuable information about:

Part 1: Coping with Unemployment, Financial and Health Care Issues

Part 2: Where to Look for Jobs

Part 3: Exploring Career Opportunities, Education and Training

Part 4: Researching Potential Employers

Part 5: Interviewing, Resumes, Cover Letters, Exams, Dress for Success, etc.

[http://www.lapl.org/resources/guides/job\\_hunting/index.html](http://www.lapl.org/resources/guides/job_hunting/index.html)

## [EVENTS]

### CASHING IN ON YOUR GREAT IDEAS™ SERIES

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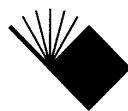
Inventors Workshop International Educational Foundation; Entrepreneurs Workshop; and Los Angeles Public Library, Business and Economics and Science, Technology and Patents Departments - **FREE** For more information on any of these events, please call (213) 228-7110.

Saturday, September 12, 2009 1:00-3:00PM in the Mark Taper Auditorium

**“Business Law: Contracts and Intellectual Property”**

Wednesday, September 16, 2009 6:00-8:00PM in Meeting Room A

**“Financial Tools to Manage Your Business”**



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