

# [Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by David Brenner

## [NEW BOOKS]

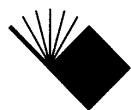
**Fool's Gold: How the Bold Dream of a Small Tribe at J.P. Morgan Was Corrupted by Wall Street Greed and Unleashed a Catastrophe** by Gillian Tett. "Tett explains how credit derivatives seemed a win-win for the financial world, freeing up capital, increasing profits, and diversifying risk, but makes the missteps equally clear as the industry hurtles toward a largely-unforeseen wave of loan defaults (the worst since the Great Depression). Interestingly, J.P. Morgan was one of a handful of banks sufficiently prescient to imagine this 'perfect storm' of simultaneous defaults, and so never became over-reliant on CDOs." (Publishers Weekly) **332.6 T348**

**In Fed We Trust: Ben Bernanke's War on the Great Panic** by David Wessel. "Wessel delivers an engrossing account of Bernanke's improvisational responses to the worst financial crisis since the Great Depression." (Fortune) **332.17 W515**

**SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good** by Rosabeth Moss Kanter. "Those companies that will thrive in the future, maintains Kanter, have stamina, energy, long lists of contacts, an appetite for communication, comfort with ambiguity, and a belief that the company's values and principles mean that they are part of something bigger than just a job. This dense work may be demanding for many, but the opportune lessons within are worth the effort for readers seeking to compete in a global marketplace that is changing more rapidly than ever before" (Publishers Weekly). **658 K165-5**

**Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self** by Alan M. Webber. "Webber...offers advice and inspiration with 52 practical lessons gleaned from more than 40 years of working with extraordinary leaders in a variety of endeavors. He sets out to help today's professional men and women stay focused, productive, and inspired even in our most turbulent times of change relating to globalization, technology, and the knowledge economy." (Booklist) **658.017 W371**

**\$20 Per Gallon: How the Inevitable Rise in the Price of Gasoline Will Change Our Lives for the Better** by Christopher Steiner. "According to Steiner...surging fuel prices will transform Americans' daily lives almost beyond recognition. Although it's unlikely all the author's predictions will come true...the surprising snapshots of the future make for vivid and compelling reading." (Publishers Weekly) **338.2P4 S822**



LOS ANGELES  
PUBLIC LIBRARY

## [CODES AND CIPHERS]

<http://www.vectorsite.net/ttcodep.html> An introduction to codes and ciphers.

<http://www.braingle.com/brainteasers/codes/index.php> A listing of well-known codes and ciphers.

<http://www.unmuseum.org/cipher.htm> "Cryptology: The Science of Secret Codes and Ciphers" from the UnMuseum.

## [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]

Forthcoming Programs to be **presented by**

Inventors Workshop International Educational Foundation; Entrepreneurs Workshop; Valley Economic Development Center; 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, October 10, 2009 1:00-3:00PM in Meeting Room A

**“Workshop: Turn Key Entrepreneurship-Franchising”**

Tuesday, October 13, 2009 6:00-8:00PM in Meeting Room A

**“Start-Up Do’s & Don’ts: Business Entity & Licensing”**