

[Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by David Brenner

[NEW BOOKS]

Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown. "Brown writes with a winning combination of thoughtfulness, pragmatism and enthusiasm... He avoids the trap of presenting design thinking as a panacea. Mr. Brown charts its failures as well as successes." (New York Times) **658 B8795**

How Markets Fail by John Cassidy. "Both a narrative and a call to arms, [**How Markets Fail**] provides an intellectual and historical context for the string of denial and bad decisions that led to the disastrous 'illusion of harmony,' the lure of real estate and the Great Crunch of 2008. Using psychology and behavioral economics, Cassidy presents an excellent argument that the market is not in fact self-correcting, and that only a return to reality-based economics—and a reform-minded move to shove Wall Street in that direction—can pull us out of the mess in which we've found ourselves." (Publishers Weekly) **380.124 C345**

The Match King: Ivar Kreuger, The Financial Genius Behind a Century of Wall Street Scandals by Frank Partnoy. "Partnoy delivers a thrilling account of the grandfather of all Ponzi and Madoff schemes—Ivar Kreuger (1880–1932), who made his fortune in the 1920s by raising money from American investors to lend to European governments in exchange for match monopolies... The Kreuger crash bankrupted millions and led to the securities laws of 1933 and 1934—a political reaction to a single event and to one man. Partnoy achieves a nuanced portrait of the charismatic and corrupt financial genius whose advice was sought by Herbert Hoover and other heads of state." (Publishers Weekly) **332.092 K92Pa**

Start-up Nation: The Story of Israel's Economic Miracle by Dan Senor and Saul Singer. "An edifying, cogent report." (Kirkus Reviews) **330.9569 S478**

This Time is Different: Eight Centuries of Financial Folly by M. Reinhart and Kenneth Rogoff. "The authors use copious amounts of data . . . to make the compelling case that any well-informed person should have seen the Great Recession coming. The essence of their book is that while financial crises come in different varieties, they are not mysteriously born of undersea earthquakes, but frequently occurring events that can be spotted and even controlled if politicians and regulators know what to look for." (New York Times) **380.124 R371**



LOS ANGELES
PUBLIC LIBRARY

[COMPANY INFORMATION ONLINE RESEARCH GUIDE]

This is a pathfinder for researching free company information on the World Wide Web. This pathfinder is not meant to be complete and exhaustive but is meant to be used as a guide to navigate through the many different web sites that offer company data.

When searching for company information online it is important to ask the following questions:

1. Is the company publicly held?
2. Is the company privately held?
3. Has the company recently gone public or is currently privately held but in the process of becoming public through an Initial Public Offering (IPO)?
4. Is the company U.S. or foreign owned?

The answers to these questions will determine how much information is available and where it can be located. <http://www.lapl.org/resources/guides/bus-research/index.html>

[EVENTS]

Sponsored by the Business and Economics Department and the Valley Economic Development Center. For more information, please call 213-228-7110.

Wednesday, January 20, 2010, 6-8pm in Meeting Room A

“Business Survival Skills in a Bad Economy”

This workshop offers immediate implementable tips that can improve how you do business as well as a framework for a more strategic approach to stabilizing and growing your business.

