

# [Cites and Bytes]

The Information Newsletter for the Business & Economics Department

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Edited by David Brenner

## [NEW BUSINESS BOOKS]

**The Devil's Casino: Friendship, Betrayal, and the High Stakes Games Played Inside Lehman Brothers** by Vicky Ward. "What's remarkable about this narrative is that Ward...manages to humanize many of the central figures involved in the rise and fall of one of Wall Street's largest firms, offering profound insight into the titans of finance whose recklessness, greed, and competitiveness brought the US economy to the brink of collapse." (The Boston Globe) **332.61 W263**

**The Little Book of Bulletproof Investing: Do's and Don'ts to Protect Your Financial Life** by Ben Stein and Phil DeMuth. "**The Little Book of Bulletproof Investing** offers quick, easy-to-follow, and entertaining advice for anyone looking to get back on the right investment track." (Amazon.com Review) **332.6 S8182-2**

**Making Ideas Happen: Overcoming the Obstacles Between Vision and Reality** by Scott Belsky. "Though creation always begins with an idea, ideas don't always lead to creation; examining why that's so, online entrepreneur Belsky finds that, no matter how unique or radically different ideas may be, the individuals and teams who carry those ideas to fruition share a number of common traits, such as engaging peers and leveraging communal forces... Ultimately, Belsky insists, creative success is a matter of rethinking methods and increasing focus, while emphasizing and rewarding old-fashioned passion and perspiration." (Publishers Weekly) **658.314 B452**

**No One Would Listen: A True Financial Thriller** by Harry Markopolos. "Markopolos, the whistleblower who filed five unheeded complaints against Ponzi king Bernie Madoff over nine years, has produced an astonishing true-life whodunit set amidst the personalities, plots, and international intrigue of Wall Street...Markopolos's work...lays bare the Security and Exchange Commission as a tragically inept regulating agency." (Publishers Weekly) **332.092 M183Ma**

**Priceless: The Myth of Fair Value (and How to Take Advantage of It)** by William Poundstone. "Poundstone dives into the latest psychological findings to investigate how and why prices are allocated. Beginning with the controversial lawsuit in which a jury awarded \$2.9 million in damages to a woman who had spilled a scalding cup of McDonald's coffee on herself, the author presents a readable history of how we are subtly manipulated into paying more (or less) for goods and services—and the research that attempts to explain our baffling and irrational susceptibility to pricing." (Publishers Weekly) **658.7 P876**

## [BUSINESS START-UP GUIDE FOR LOS ANGELES]

This guide is divided into four chapters. The First Chapter provides information needed to get started. The Second Chapter discusses the different ways to organize your business. Chapters Three and Four cover the topics of taxes, licenses, and permits that may be required for a new business.

- I. Getting Started
- II. Ways to Organize your Business
- III. Business Taxes
- IV. Licenses & Permits

<http://www.lapl.org/resources/guides/startbus/index.html>

## [EVENTS]

Thursday July 1, 2010 in Meeting Room A

12noon-1pm ([Thursdays@Central](#)) and 6-7 pm

**“Successful Retirement”**

**Presented by Dr David Eccles, Associate Professor of Psychology, Florida State University**

Co-sponsored by the Business/Economics Department

