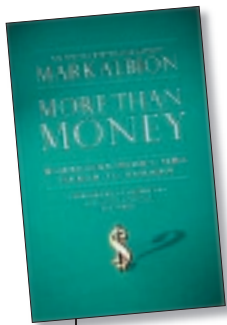


# Bookshelf



**Most people face three great fears:** dying, speaking in public, and failing to live a meaningful life.

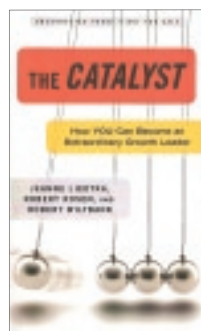
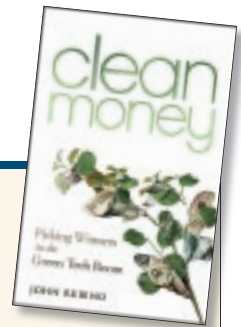
It's that third one that concerns Mark Albion in *More Than Money*.

Albion, a former Har-

vard Business School professor, is co-founder of Net Impact and a man concerned with reconciling the needs of the body and the soul. He knows many MBAs face the same primal dilemma, and he's written this book to help them avoid the intense pressure to follow certain career paths when their hearts lie elsewhere. He asks, "What are the 'riskiest' choices? Those that don't allow you to become the person you want to be, to live your life full measure." As might be expected, *More Than Money* is chock full of emotional epiphanies and inspiring anecdotes, but at the same time it doubles as a practical workbook that can help readers decode their own desires. Albion challenges readers to determine who they are and what they want, while pointing a klieg light at the traps that lie along the way. For instance, he warns, "don't get really good at what you don't want to do." It's a slim book, but it has a lot to offer newly minted MBAs—as well as those who might have wondered why they don't feel satisfied by their successful careers. (BK Business, \$19.95)

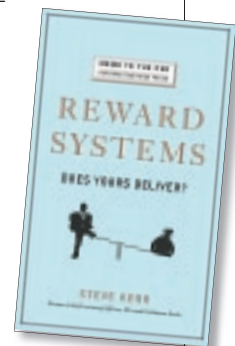
**There are more people in the world who don't work for Apple or Google than do,** but every story written about innovation seems to focus on YouTube and the iPod. Is there a playbook for regular folks who need to drive growth at their own staid

John Rubino's *Clean Money* doesn't just make a passionate case for the benefits of wind or solar or geothermal power. It weighs up the likelihood of these new technologies succeeding and handicaps the potential for investors. The result is a lively, fascinating book that will make readers not only want to install those solar panels, but also buy shares in one or two of the companies that manufacture them. Rubino isn't offering stock tips, and he isn't letting hope and enthusiasm blind him to the risks. "Hot markets are dangerous markets," he writes. "When the reasons for investing in a given sector are this compelling, con artists and delusionals come out of the woodwork. In the coming decade, we'll be inundated with breathless accounts of new clean technologies that are sure to save the planet and make early investors rich beyond imagining." But he presents the current state of green technology in such lucid terms that readers will already possess some of the information they need before they invest in this promising market. (Wiley, \$26.95)



companies? Now there is—*The Catalyst*, written by University of Virginia professor Jeanne Liedtka, Willamette University professor Robert Wiltbank, and psychologist Robert Rosen. They profile a series of "great growth leaders who were ordinary managers doing extraordinary things." They find that these "catalysts" tend to share certain behaviors—for instance, they have spent their careers in wildly different industries because they love learning new things. They like to move fast, but they're also willing to try small changes, fix mistakes, and try again. While some readers will realize with dismay that these characteristics don't describe them, the authors say anyone can change his mindset: "Try to be more committed to the journey than the end result, to live in the present, to have the courage to try new things..." It's a book that will have readers looking around their offices with fresh eyes. (Crown Publishing, \$27.50)

**Reward Systems, part of the Harvard Business Press's "Memo to the CEO" series of concise books, is a quick and terrific read about how companies can use compensation practices to get the kind of employee performance they want.** Author Steve Kerr—former chief learning officer at GE and past member of the faculties at Michigan, Ohio State, and Southern California—presents his arguments in a forthright, uncompromising, and witty fashion. There are three basic steps to using rewards to influence behavior, he says: Define what you mean by performance; devise comprehensive metrics to track behavior; and create the rewards. "If there are things you'd like your people to do that you think can't be rewarded, you're wrong, because anything that can be measured can be rewarded," he writes. "If you'd like some things done that you think are impossible to measure you're wrong again...because anything that can be described in actionable terms can be measured." It's the perfect book to take along to a management



retreat or to jumpstart a conversation about fine-tuning the company. (Harvard Business Press, \$18)

**Eleven faculty members from the**

University of Toronto's Rotman School of Management have contributed essays to *The Finance Crisis and Rescue*, which looks at the current economic downturn from a variety of perspectives. Strategic management professor Jim Fisher

puts the blame on top-level players. Finance professor Laurence Booth examines the American banking system and its vulnerabilities, while finance professor John Hull weighs in on the problems with derivatives and risk management. Others take

on topics such as investing, international business, and corporate governance. Dean Roger Martin presents a sober foreword: "Clearly, central aspects of the finance industry are badly broken. The system must be redesigned," he writes. The book suggests a few ways to approach that redesign. (University of Toronto Press, \$24.95)

**Bruce C. Greenwald and Judd Kahn** simply aren't falling for the notion that globalization is the single greatest force shaping the world's economies today. In their book *Globalization*, they calmly and methodically deconstruct the factors that shape trade, growth in productivity, employment trends, and international finance. Their conclusion? Local, not global, forces are the ones that really matter. "If, in the midst of globalization, some countries flourish while

others flounder, the reasonable conclusion is that local features—things other than globalization—must be responsible for the diverse results," they write. Greenwald, a professor at the Columbia School of Business, and Kahn, COO of Hummingbird Management, note that a service-based economy is particularly immune to the effects of globalization. For instance, seeing a doctor, building a house, attending a religious service, or arranging for childcare are all localized activities. At the same time, they write, it's not trade that brings prosperity to a country like India or China; rather, "greater prosperity leads to greater trade." The book does make the reader wonder whether the world is flat after all. (Wiley, \$29.95)

**Dave Ulrich, Norm Smallwood, and Kate Sweetman** are well aware that hundreds of authors have already written on the topic of leadership, and they're not planning to dispute any of those other experts. Instead,

they've analyzed and boiled down decades' worth of leadership theory into *The Leadership Code*, which offers five basic rules synthesized from this vast pool of data. It's their belief that about 65 percent of great leadership can be traced back to this code, while the remaining percentage is supplied by each individual's personal differentiators. "Does an effective leader at, say, Starbucks or Whole Foods in any ways resemble an effective leader at ExxonMobil?" they ask. "Does an effective leader in a bootstrapping NGO in any way resemble an effective leader in the famously bureaucratic United Nations?" Ulrich, a professor at the University of Michigan, and his co-authors present these five rules: *Shape the future. Make things happen. Engage today's talent. Build the next generation. Invest in yourself.* The supporting chapters offer a wealth of suggestions on how to carry out these broad imperatives. It's a practical book with a motivational message. (Harvard Business Press, \$26.95)

**Lynda Resnick** is a born marketer whose 40 years in the business haven't jaded her in the slightest. "Ultimately, marketing is all about listening," she writes in *Rubies in the Orchard*, her funny, smart, and very personal account of the businesses she has run and the campaigns she has managed. "If you don't listen and don't care, you'll never be a good marketer. You want to be the equivalent of a best friend." She offers detailed looks into her experiences—some back-breaking, some heart-warming—with Teleflora, the Franklin Mint, and the Pom Wonderful brand of pomegranate juice. She scoffs at the notion that businesspeople need to think outside the box. "The answers are not outside the box—they're inside. They're inherent in whatever task you've undertaken, whatever product you want to market." Marketing pros, entrepreneurs, and other readers will find her frank insights refreshing and her hard-won lessons worth remembering. (Doubleday, \$24.95) **Z**

