

Library Journal's list of the [Best Business Books of 2010](#), with annotations edited by Meg Trauner, Ford Library Director. Book title hyperlinks will connect you to the book's record in the Duke Libraries online catalog.

AUTOBIOGRAPHY/BIOGRAPHY

Bennis, Warren with Patricia Ward Biederman. [Still Surprised: A Memoir of a Life in Leadership](#).

Recounts Bennis's early experiences as a World War II soldier and Antioch College student, as well as stories from his academic career with notable colleagues including Doug McGregor, Erik Erikson, Werner Erhard, and Tom Peters.

Ferguson, Niall. [High Financier: The Lives and Time of Siegmund Warburg](#).

Presents the life of a man who escaped Germany before Hitler's ascent and founded the firm S.G. Warburg of London, where he offered his clients groundbreaking services that would later become commonplace.

Phillipson, Nicholas. [Adam Smith: An Enlightened Life](#).

Relates the personal story of the man whose teachings are fundamental to economics, within the broader story of the 18th-century Scottish Enlightenment.

BUSINESS/CORPORATE HISTORY

Carey, David & John E. Morris. [King of Capital: The Remarkable Rise, Fall, and Rise Again of Steve Schwarzman and Blackstone](#).

Presents the world of private equity and buyouts by focusing on the Blackstone firm and its principal, Steve Schwarzman.

Green, Hardy. [The Company Town: The Industrial Edens and Satanic Mills That Shaped the American Economy](#).

Recounts the tales of "company towns" including Lowell, MA, and Hershey, PA, exploring how such locally important companies affected their communities (for better and worse) and then describing modern "towns" such as Google's Googleplex.

MacIntosh, Julie. [Dethroning the King: The Hostile Takeover of Anheuser-Busch, an American Icon](#).

Details the 2008 takeover of the iconic Anheuser-Busch brewing company by Belgian corporation InBev, focusing on the company's importance to the St. Louis region; its mismanagement by the Busch family; and the broader unsettled economic climate of 2008.

Perino, Michael. [**The Hellhound of Wall Street: How Ferdinand Pecora's Investigation of the Great Crash Forever Changed American Finance.**](#)

Recounts the 1933 Senate hearings on Wall Street excesses and malfeasance, highlighting the case made by Ferdinand Pecora, lead counsel for the Senate Committee on Banking and Currency.

ECONOMICS/U.S. ECONOMY

Gwartney, James D. & others. [**Common Sense Economics: What Everyone Should Know About Wealth and Prosperity.**](#)

Explains basic economic ideas and theories, and discusses the interplay of politics and economics, while making suggestions for practicing personal financial responsibility.

Lynn, Barry. [**Cornered: The New Monopoly Capitalism and the Economics of Destruction.**](#)

Exposes how a few organizations own the majority of businesses and corporations in the global marketplace, and shows how those entities exploit political weaknesses to further their own interests by narrowing individual consumer choices.

Rajan, Raghuram G. [**Fault Lines: How Hidden Fractures Still Threaten the World Economy.**](#)

Considers the flaws-"fault lines"-that still exist in American and global financial practices and systems, and discusses growing income inequalities worldwide, easy credit, export imbalances, the lack of "safety nets" in a jobless recovery.

2007–08 FINANCIAL CRISIS

Johnson, Simon & James Kwak. [**13 Bankers: The Wall Street Takeover and the Next Financial Meltdown.**](#)

Explores the historical background in the Founding Fathers' debate on banking and financial institutions and assert that the bailouts of America's largest banks have made them bigger, more powerful, and more dangerous. [Read our full review here.](#)

Lewis, Michael. [**The Big Short: Inside the Doomsday Machine.**](#)

Presents a tale of the individuals who made money by betting that America's housing bubble would burst. Also available as an [audio book](#).

Lowenstein, Roger. [**The End of Wall Street.**](#)

Comprehensive narrative of the 2007–08 financial crisis that connects the actions of overzealous financial professionals with the politicians who colluded with them.

McGee, Suzanne. [**Chasing Goldman Sachs: How the Masters of the Universe Melted Wall Street Down...And Why They'll Take Us to the Brink Again.**](#)

Suggests that Goldman Sachs's profit making compelled other firms to engage in similarly risky and perhaps fraudulent strategies simply to "keep up," speculating how such calamities might be avoided in the future.

McLean, Bethany & Joe Nocera. [**All the Devils Are Here: The Hidden History of the Financial Crisis.**](#)

Examines the careers of well-known players like Angelo Mozilo, Lloyd Blankfein, and Alan Greenspan, as well as lesser-known financiers such as Moody's former president Brian Clarkson and Fannie Mae's Franklin Raines in this account of the 2007–08 financial crisis.

Taibbi, Matt. [**Griftopia: Bubble Machines, Vampire Squids, and the Long Con That Is Breaking America.**](#)

Argues that politics in America largely functions as entertainment, while shortsighted economic policies hugely benefit only a minority of individuals and businesses.

GLOBALIZATION

Weiner, Eric J. [**The Shadow Market: How a Group of Wealthy Nations and Powerful Investors Secretly Dominate the World.**](#)

Examines how international wealth funds and private and institutional investors are buying up large amounts of assets worldwide with little oversight or public knowledge of their existence.

INVESTING/PERSONAL FINANCE

Hirshman, Susan L. [**Does This Make My Assets Look Fat?: A Woman's Guide to Finding Financial Empowerment and Success.**](#)

Shows how to assess personal financial fitness and suggests various investment strategies.

Kamen, Ken with Dale Burg. [**Reclaim Your Nest Egg: Take Control of Your Financial Future.**](#)

Suggests ways investors can develop a personal strategy for retirement saving while steering clear of the emotional pitfalls and sales pitches from financial planners.

Kaminsky, Gary. [**Smarter Than the Street: Invest and Make Money in Any Market.**](#)

Provides a brief overview of the current financial environment and a number of strategies for furthering one's investment knowledge and prowess in bear markets.

Statman, Meir. [**What Investors Really Want: Discover What Drives Investor Behavior and Make Smarter Financial Decisions.**](#)

Describes what investors really want (to win at investing, not to pay taxes, etc.) and explores how "wanting what we want" can lead to mistakes.

Williams, Fred. [**Fight Back Against Unfair Debt Collection Practices: Know Your Rights and Protect Yourself from Threats, Lies, and Intimidation.**](#)

Provides practical suggestions for dealing with creditors, especially for those who are erroneously identified as debtors.

MANAGEMENT/LEADERSHIP

Davis, Richard A. [**The Intangibles of Leadership: The 10 Qualities of Superior Executive Performance.**](#)

Describes the characteristics of leaders, including wisdom, will, self-insight, and fallibility.

Nayar, Vineet. [**Employees First, Customers Second: Turning Conventional Management Upside Down.**](#)

Demonstrates how to improve an organization by emphasizing the fair treatment of employees, particularly those who regularly interact with customers.

Sutton, Robert I. [**Good Boss, Bad Boss: How To Be the Best...and Learn from the Worst.**](#)

Shows how individuals can learn to be good bosses, through listening attentively to one's team, by not holding grudges, and other behaviors. Also available as an [audio book](#).

MARKETING

Jantsch, John. [**The Referral Engine: Teaching Your Business To Market Itself.**](#)

Argues that typical methods of advertising and marketing are not as effective as fostering word of mouth and referral buzz for business; also suggests ways to encourage referrals, such as using social media and treating employees as courteously as they are expected to treat customers.

Ott, Adrian C. [**The 24-Hour Customer: New Rules for Winning in a Time-Starved, Always-Connected Economy.**](#)

Discusses the value of consumers' time as a motivating behavioral factor.

ORGANIZATIONAL DYNAMICS

Gansky, Lisa. [**The Mesh: Why the Future of Business Is Sharing.**](#)

Mesh businesses are those which help individuals gain access to goods and services (rather than owning such goods). This book describes how to gain participants' trust and to use technology to help others find your service. Also available as an [audio book](#).

Govindarajan, Vijay & Chris Trimble. [**The Other Side of Innovation: Solving the Execution Challenge.**](#)

Demonstrates that businesses with innovative ideas can fail to execute them efficiently and suggests how to choose the best team members to follow through on new ideas.

Heath, Chip & Dan Heath. [**Switch: How To Change Things When Change Is Hard.**](#)

Using behavioral experiments and business case studies, shows how to accept and foster necessary changes at both the individual and the corporate levels. Also available as an [audio book](#).

Heymann, Jody, with Magda Barrera. [**Profit at the Bottom of the Ladder: Creating Value by Investing In Your Workforce.**](#)

Argues that organizations would profit by paying employees living wages, and by providing scheduling flexibility, investing in health-care benefits, offering training, and encouraging employees' ideas and innovations.

SUCCESS/PERSONAL FINANCE

Kotter, John P. & Lorne A. Whitehead. [**Buy-In: Saving Your Good Idea from Getting Shot Down.**](#)

Posits that good ideas fail due to insufficient "buy-in" for them and discusses how individuals can gain acceptance for their ideas. Also available as an [audio book](#).

Martini, Kitty & Candice Reed. [**Thank You for Firing Me!: How To Catch the Next Wave of Success After You Lose Your Job.**](#)

An entertaining and a useful guide for getting back on your feet after losing a job, whether you're searching for a new one or considering freelancing.

Torabi, Farnoosh. [**Psych Yourself Rich: Get the Mindset and Discipline You Need To Build Your Financial Life.**](#)

Former TheStreet.com business-show host shares tips for evaluating personal finances, establishing money goals, getting and staying out of debt, and investing.