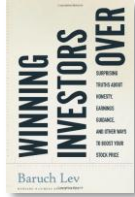


GOOD READS FOR SPRING BREAK

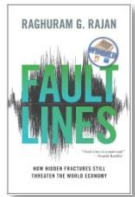
Business and economics books recommended by Fuqua faculty 2012



[Winning Investors Over](#)

by Baruch Lev, 2012
Surprising truths about honesty, earnings guidance, and other ways to boost your stock price.

Recommended by Katherine Schipper
HG4028.V3 L4854 2012



[Fault Lines: How Hidden Fractures Still Threaten the World Economy](#)

by Raghuram Rajan, 2010
Serious flaws in a global economy overly dependent on the American consumer are to blame for the global financial crisis.

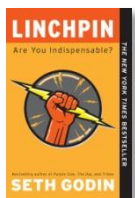
Recommended by Katherine Schipper
HC110.I5 R36 2010



[Due Diligence: An Impertinent Inquiry into Microfinance](#)

by David Roodman, 2012
Explains the need to deemphasize microcredit in favor of other financial services for the poor.

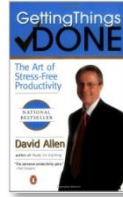
Recommended by Katherine Schipper
HG178.3 R66 2011



[Linchpin: Are you Indispensable?](#)

by Seth Godin, 2010
Analysis of the changing nature of the modern workplace, and how to choose which skills to acquire.

Recommended by Ken Wilbur
HF5549.5.M63 G63 2010
Also in Ford Library as [audiobook on CD](#)



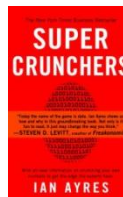
[Getting Things Done: the Art of Stress-Free Productivity](#)

by David Allen, 2001
Multitasking often produces a false feeling of productivity. A few simple habits can make this

feeling real.

Recommended by Ken Wilbur
BF637.T5 A45 2001

Also available as [eBook](#) and [audiobook on CD](#)



[Super Crunchers: Why Thinking-by-Numbers is the New Way to be Smart](#)

by Ian Ayres, 2007
Many job skills have been altered or devalued by information

technology, or will be soon. You need to be aware of this before choosing a field. This book will help.

Recommended by Ken Wilbur
HA29 .A88 2007

Also in Ford Library as [audiobook on CD](#)
Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice

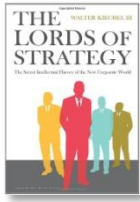


[Fixing the game: bubbles, crashes, and what capitalism can learn from the NFL](#)

by Roger L. Martin, 2011
Uses the NFL to show how to end the destructive pattern of increasing volatility, falling investor returns, and bad behavior among executives that is crippling American capitalism.

Recommended by Shane Dikolli
HD2785 .M3577 2011

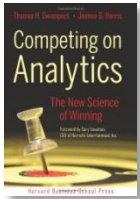
Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



[*The Lords of Strategy*](#)
by Walter Kiechel, 2010
Former editor of Fortune and Harvard Business Publishing surveys the history of strategy.
[Recommended by Pete Regan](#)

HD30.28 .K496 2010

Also available as [audiobook on CD](#)

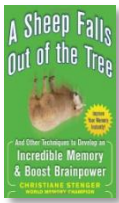


[*Competing on Analytics: The New Science of Winning*](#)
by Thomas Davenport and Jeanne Harris, 2007
Quantitative excellence is strategically important and

companies like Netflix, Harrah's and Capital One build their competitive advantage on analytics.

[Recommended by Pete Regan](#)

HF5691 .D38 2007



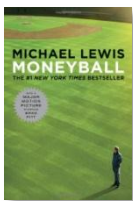
[*A Sheep Falls Out of the Tree: And Other Techniques to Develop an Incredible Memory and Boost Brainpower*](#)

by Christiane Stenger, 2009
World memory champion shares

her proven brain-boosting program to think smarter, faster and better.

[Recommended by Shane Dikolli](#)

BF385 S74 2009



[*Moneyball*](#)
by Michael Lewis, 2003
The Oakland Athletics build a successful team despite one of the smallest payrolls in baseball.
[Recommended by Shane Dikolli](#)

GV880 .L49 2003

Also available as an [audiobook on CD](#) and [film](#).
Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice

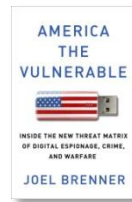


[*This Time is Different*](#)
by Carmen M. Reinhart and Kenneth S. Rogoff, 2009
Argues that financial crises are universal rites of passage for emerging and established market nations and that financial fallouts occur in clusters, striking with consistent frequency, duration, and ferocity.

[Recommended by Bill Gradison](#)

HB3722 .R45 2009

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



[*America the Vulnerable*](#)
by Joel Brenner, 2011
Inside the new threat matrix of digital espionage, crime, and warfare.

[Recommended by Bill Gradison](#)

HV6773.2 B74 2011

Also available as [audiobook on CD](#)

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice

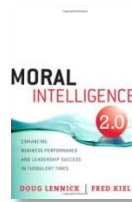


[*Impact Investing*](#)
by Antony Bugg-Levine and Jed Emerson, 2011
Explains the transformative power of making money while making a difference.

[Recommended by Cathy Clark](#)

HG4515.13 .B84 2011

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



[*Moral Intelligence 2.0*](#)
by Fred Kiel & Doug Linnick, 2011
Enhancing business performance and leadership success in turbulent times.

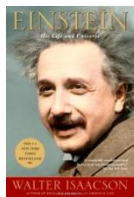
[Recommended by Shane Dikolli](#)

HF5387 .L466 2011

GOOD READS FOR SPRING BREAK

Biography, memoirs and fiction books recommended by Fuqua faculty 2012

All books below are available at Duke Libraries. Request these titles through the online catalog and they are ready for pick up at the Ford Library in 24 hours.



[Einstein: his life and universe](#)

by Walter Isaacson, 2007

Explores how an imaginative patent clerk who could not get a teaching job or a doctorate unlocked the mysteries of the atom and the universe.

Recommended by Maureen Maguire Lewis



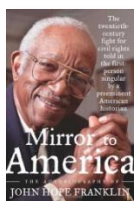
[Steve Jobs](#)

by Walter Isaacson, 2011

Candid biography about the most creative entrepreneur of our time.

Recommended by John Joseph

Also available as [eBook](#) and [audiobook on CD](#)

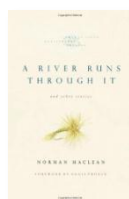


[Mirror to America](#)

by John Hope Franklin, 2005

Autobiography of a renowned scholar and celebrated historian who reshaped the way African American history is understood and taught.

Recommended by Bill Gradison



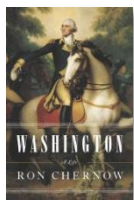
[A River Runs Through It](#)

by Norman Maclean, 1983

Autobiographical novel about a family who comes to realize that like a river, life continues and all things are related.

Recommended by Maureen Maguire Lewis

Also available as [DVD](#)

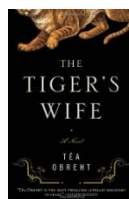


[Washington: a life](#)

by Ron Chernow, 2010

Lively narrative of the life of Washington and the formative events of America's founding.

Recommended by Bill Gradison



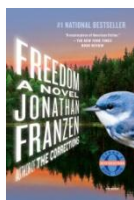
[The Tiger's Wife](#)

by Tea Obreht, 2011

In a web of myth and memory, a young doctor unravels the mysterious circumstances surrounding her beloved grandfather's death.

Recommended by Maureen Maguire Lewis

Also available as [eBook](#)



[Freedom](#)

by Jonathan Franzen, 2010

Epic novel about marriage and freedom as a suburban Midwestern couple experiences the compromises of middle age.

Recommended by David Robinson

Also available as [eBook](#)

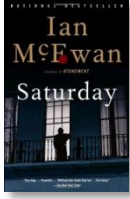


[The Cat's Table](#)

by Michale Ondaatje, 2011

An 11 year old boy's sea voyage from Sri Lanka to England takes him from childhood to the adult world.

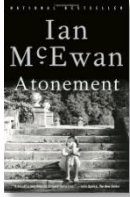
Recommended by Maureen Maguire Lewis



[Saturday](#)

by Ian McEwan, 2005
Thrilling novel set within a single day in February 2003 that captures the fine balance of happiness and the unforeseen threats that can destroy it.

Recommended by [Maureen Maguire Lewis](#)

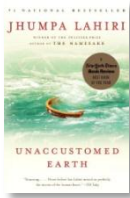


[Atonement](#)

by Ian McEwan, 2007
Haunting story about an event that changes the lives of three people in an upper-middle-class country home on a hot English summer's day in 1935.

Recommended by [Maureen Maguire Lewis](#)

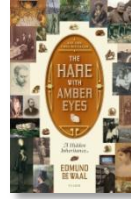
Available as [DVD](#)



[Unaccustomed Earth](#)

by Jhumpa Lahiri, 2008
Eight exquisite stories about the intricate workings of family life.

Recommended by [Maureen Maguire Lewis](#)



[The Hare with the Amber Eyes](#)

by Edmund De Waal, 2010
In this family memoir, a renowned ceramicist becomes the fifth generation to inherit a collection of Japanese ivory carvings known as “netsuke” and traces the story of his remarkable family in a tragic century.

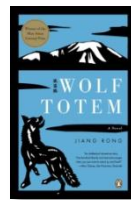
Recommended by [Paula Ecklund](#)



[Point Omega](#)

by Don DeLillo, 2010
A novel about secret strategists in America’s war machine.

Recommended by [David Robinson](#)



[Wolf Totem](#)

by Jiang Rong, 2008
An epic Chinese tale depicting the dying culture of the Mongols, as well as a stinging social commentary on the dangers of China's over accelerated economic growth.

Recommended by [Maureen Maguire Lewis](#)