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Goodbye and Good Luck!

Recommended Summer Reading from Ford Library

[The Age of Persuasion: How Marketing Ate our Culture](#)

By Terry O'Reilly and Mike Tennant

Witty creators of the Age of Persuasion radio series explain why some ads work and some don't; how marketing and advertising depend on each other; and how they affect our everyday lives.

[The Art of Choosing](#)

By Sheena Iyengar

A business professor at Columbia explores the role and practice of choice, examining the way our choices shape who we are as individuals, where we came from and where we are headed. [Also available as an audiobook.](#)

[Being the Boss: The 3 Imperatives for Becoming a Great Leader](#)

By Linda A. Hill and Kent Lineback

Becoming a good boss takes years of learning and practice. This book shows how to manage yourself, your network and your team.

[Bought and Paid For: The Unholy Alliance Between Barack Obama and Wall Street](#)

By Charles Gasparino

Fox News reporter Gasparino argues that the White House rewarded its most powerful campaign donors in the financial industry by structuring the bailout in a way that let the biggest banks earn massive profits.

[Cognitive Surplus: Creativity and Generosity in a Connected Age](#)

By Clay Shirky

For two generations, TV absorbed people's extra time, energy and intellect, e.g. "cognitive surplus." Now as young people watch less TV and collaborate more online, both the individual and society are benefitting. [Also available as an audiobook.](#)

[Conversations on Leadership: Wisdom from Global Management Gurus](#)

By Lan Liu

The thoughts and wisdom of 13 influential scholars in the leadership/management field are presented in a series of intimate conversations, through probing questions and insightful answers.

[Dead Ringers: How Outsourcing is changing the Way Indians Understand Themselves](#)

By Shehzad Nadeem

While wages are relatively high in local terms, much of the work outsourced to India is rote and low-skill, with long hours on night shifts that lead to health and social problems for Indian workers. [Also available as an e-book.](#)

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[Diary of a Very Bad Year: Confessions of an Anonymous Hedge Fund Manager](#)

By anonymous

A real-time account of the 2008 Wall Street crisis as viewed by a self-absorbed hedge fund manager.

[Diet for a Hot Planet: The Climate Crisis at the End of Your Fork and What You Can Do About It](#)

By Anna Lappe

Industrial agriculture accounts for 30% of global greenhouse-gas emissions, and consumers can cool the planet by adopting a climate friendly diet, including going organic, eating more plants/less meat and avoiding packaging.

[Doing Both: How Cisco Capture Today's Profit and Drives Tomorrow's Growth](#)

By Inder Sidhu

Cisco Senior Vice President explains that when confronted with two divergent options, an innovative organization benefits by pursuing both, because apparent opposites can reinforce each other.

[Everything I Know about Marketing I Learned from Google](#)

By Aaron Goldman

Patient readers sift out 20 nuggets about marketing and the Google mystique from 300 pages of cliché, peppered throughout with tweets.

[The Executive and the Elephant: A Leader's Guide to building Inner Excellence](#)

By Richard Daft

Leaders learn to recognize their impulsive and emotional inner selves and to choose wiser courses of action.

[Free Market Madness: Why Human Nature is at Odds with Economics – and Why it Matters](#)

By Peter A. Ubel

Consumers are “predictably irrational,” spending more than they can afford or buying unhealthy products like cigarettes and beer. Marketers exploit consumer impulses and government should counteract to improve people’s well-being.

[Money and Power: How Goldman Sachs Came to Rule the World](#)

By William D. Cohan

In this company history, a Duke alumnus presents Goldman as a secretive moneymaking machine, which makes legitimate deals as well as unsavory transactions with conflict of interest.

[Ruthless: How Enraged Investors Reclaimed their Investments and Beat Wall Street](#)

By Phil Trupp

After a reporter’s “safe-as-cash” retirement investments in ARS instruments are wiped out, he organizes with other victims through blogs to pressure Wachovia/Wall Street to give their money back.

[Self-compassion: Stop Beating Yourself Up and Leave Insecurity Behind](#)

By Kristin Neff

Readers are encouraged to stop judging their flaws, faults and failures, and to begin treating themselves with the same kindness and companion they offer to friends.

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[Shop Class as Soulcraft: An Inquiry into the Value of Work](#)

By Matthew B. Crawford

A PhD from Univ. of Chicago argues that manual work – making and fixing things with our hands -- is more engaging intellectually, provides more intrinsic satisfaction, and fosters a greater sense of agency and competency than “knowledge work.” [Also available as an audiobook.](#)

[A Short History of Celebrity](#)

By Fred Inglis

Readers familiar with literature and history will enjoy this fresh look into the fame business over the past 250 years, as the rich and famous are mirrors reflecting the best and worst of society.

[The Social Animal: The Hidden Sources of Love, Character and Achievement](#)

By David Brooks

Using the lives of a composite couple, Harold and Erica, a NYT columnist illustrates the unconscious mind, where character is formed and life’s decisions are made.

[Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story](#)

By Peter Gruber

A master storyteller shows how stories created with a specific purpose in mind are critical tools in persuading others to support a vision, dream or cause.

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