

CIMS Favorite Reads

The books listed are first by author then title. The price that is shown is the listed price on Amazon.com and the description, if written in blue is taken from Amazon.com, otherwise, it is the words of the reader who listed it.

| Author | Title | Description | Publisher & Date | Pg. Count & Type | ISBN | Price |
|------------------|---|--|---------------------|---------------------|------------|---------|
| Agatston, Arthur | South Beach Diet: The Delicious, Doctor-Designed, Fool Proof Plan for Fast and Healthy Weight Loss | Practical philosophy and recipes for eating well and sensibly; many recipes are vegetarian | Rodale Press (2003) | 320 pgs., Hardcover | 1579546463 | \$14.97 |
| Albom, Mitch | Tuesdays with Morrie: An Old Man, a Young Man, and Life's Greatest Lessons | This true story about the love between a spiritual mentor and his pupil has soared to the bestseller list for many reasons. For starters: it reminds us of the affection and gratitude that many of us still feel for the significant mentors of our past. It also plays out a fantasy many of us have entertained: what would it be like to look those people up again, tell them how much they meant to us, maybe even resume the mentorship? Plus, we meet Morrie Schwartz--a one of a kind professor, whom the author describes as looking like a cross between a biblical prophet and Christmas elf. And finally we are privy to intimate moments of Morrie's final days as he lies dying from a terminal illness. Even on his deathbed, this twinkling-eyed mensch manages to teach us all about living robustly and fully. Kudos to author and acclaimed sports columnist Mitch Albom for telling this universally touching story with such grace and humility. --Gail Hudson | Doubleday (1997) | 208 pgs., Hardcover | 0385484518 | \$16.06 |

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| Allen, Kathleen R. | Bringing New Technology to Market | In this textbook intended for one-semester graduate-level business courses, Allen (business, U. of Southern California) examines issues of the transfer and commercialization of technology. She covers patent issues and business models, examining the development of business strategy in thematic chapters that proceed from the conceptualization of a technological plan, through product development strategies and financial strategies, and on to implementation and marketing. <i>Book News, Inc.®, Portland, OR</i> | Pretince Hall (2002) | 367 pgs., Hardcover | 0130933732 | \$100 |
| Amram, Martha | Value Sweep: Mapping Growth Opportunities Across Assets | This book helps look at how to quantify the value of growth initiatives and to align internal valuations with those the stock market rewards. The discounted cash flow analysis is a good financial model for known technologies but there may need to be more innovative methods such as decision analysis or real options for growth opportunities. | Harvard Business School (2002) | 288 pgs., Hardcover | 1578514584 | \$14.00 |
| Baden-Powell, Robert and Elleke Boehmer | Scouting for Boys | | Oxford University Press Children's Book (2004) | 448 pgs., Hardcover | 0192805479 | \$18.20 |
| Baer, Robert | Sleeping with the Devil: How Washington Sold Our Soul for Saudi Crude | A Retired CIA officer's review of US-Saudi relationships & how oil deals are done. 'a credible account of the realities of our dealings with the Saudi's; although not a literary gem.' | Crown (2003) | 256 pgs., Hardcover | 1400050219 | \$17.47 |
| Bates, Robert, Avner Greif, Margaret Levi, Jean-Laurent Rosenthal, and Barry Weingast | Anaytical Narratives | Methodology of narrative accounts for theoretical and analytical purposes, with examples from various disciplines, emphasis on economics. This collection of essays by several hands reflects interestingly diverse habits of mind in some very smart people. | | | | |
| Bossidy, Larry; Charles Burck, and Ram Charan | Execution, the Discipline of Getting Things Done | This book shows the necessity to be very involved in running the business. The people selection and appraising is the most important job. If the right people are linked to an operating process then success will follow. The operating process is a culture of getting things done. This book provides tips and tricks | Crown Business (2002) | 288 pgs. Hardcover | 0609610570 | \$19.95 |
| Brown, John Seely; Paul Duguid | The Social Life of Information | For years pundits have predicted that information technology will obliterate everything-from supermarkets to business organizations to social life itself. But beaten down by info-glut, exasperated by computer crashes, and daunted by the dot com crash, individual users find it hard to get a fix on the true potential of the digital revolution. John Seely | Harvard Business School Press (2002) | 353 pgs., Paperback | 1578517087 | \$11.87 |

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| | | Brown and Paul Duguid argue that the gap between digerati hype and end-user gloom is largely due to the "tunnel vision" that information-driven technologies breed. We've become so focused on where we think we <i>ought</i> to be-a place where technology empowers individuals and obliterates social organizations-that we often fail to see where we're really going. The Social Life of Information shows us how to look beyond our obsession with information and individuals to include the critical social networks of which these are always a part. | | | | |
| Burr, Chandler | The Emperor of Scent: A Story of Perfume, Obsession, and the Last Mystery of the Senses | This is a great read about the innovative (and quirky) scientist Luca Turin developing and testing a new theory on developing perfumes. One of the lessons for us business managers is how resistant established organizations can be to innovations that don't look like their "usual innovations." | Random House (2003) | 336 pgs., Hardcover | 0375507973 | \$17.47 |
| Charles Darwin | The Origin of Species and the Voyage of the Beagle | The voyage is a good tale of travel as well as providing insight in to what led Darwin to propose his revolutionary theory, embodied in Origin. Some sections of Origin can be profitable skipped but others are wonderful both in the elegant Victorian prose and I the reasoning and marshalling of facts to support his theory. (The reprint of the 1 st edition is the best) | Penguin Putnam | 972 pages Hardcover | 0451529065 | \$ 20.70 |
| Davis, Michael, Arthur Raphael Miller | Intellectual Property: Patents, Trademarks & Copyright in a Nutshell | Ahem! | West; 3 rd Edition (2000) | 382 pgs., Paperback | 0314235191 | \$24.50 |
| Diamond, Jared | Guns, Germs, and Steel: The Fate of Human Societies | Winner of the Pulitzer Prize. In this "artful, informative, and delightful" (William H. McNeill, New York Review of Books) book, Jared Diamond convincingly argues that geographical and environmental factors shaped the modern world. Societies that had had a head start in food production advanced beyond the hunter-gatherer stage, and then developed religion --as well as nasty germs and potent weapons of war --and adventured on sea and land to conquer and decimate preliterate cultures. A major advance in our understanding of human societies, Guns, Germs, and Steel chronicles the way that the modern world came to be and stunningly dismantles racially based theories of human history. Winner of the Pulitzer Prize, the Phi Beta Kappa Award in Science, the Rhone-Poulenc Prize, and the Commonwealth club of California's Gold Medal. | W.W. Norton & Company (1999) | 480 pgs., Paperback | 0393317552 | \$11.87 |

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| Edward J. Larson | Evolution: The Remarkable History of a Scientific Theory | This is intellectual history written in an accessible style. The author brings "Darwin's Dangerous Idea" through its period of near eclipse in the early part of the last century to its triumph in the "Modern Synthesis" of the 1950s and its present vigorous research agenda – a stimulus to numerous important innovations. | Modern Library (2004) | 325 pages Hardcover | 0679642889 | \$ 22.95 |
| Emerson, Ralph Waldo | The Essays of Ralph Waldo Emerson | Oldies but goodies: helps remind me of what I truly value, where my roots are. "Self-Reliance," perhaps his most famous, is worth a revisit from time to time. | Belknap Press (1987) | 378 pgs., Paperback | 0674267206 | \$19.95 |
| Gladwell, Malcolm | The Tipping Point: How Little Things Can Make a Big Difference | This fascinating book really made me think. The sections on how people spread information and how fad develop were particularly intriguing. If you're interested in the concepts of social network relationships. | Little, Brown (2000) | 304 pgs., Paperback | 0316346624 | \$14.95 |
| Golabek, Cohen; Lee Mona | The Children of Willesden Lane: Beyond the Kindertransport: A Memoir of Music, Love, and Survival | <i>One of 10,000 Jewish children sent to England by fearful parents at the dawn of WWII, aspiring pianist Lisa Jura was 14 when her family put her on a Kindertransport train in Vienna. In this alternately heart-wrenching and uplifting story, Jura's daughter, Golabek, a pianist, and writer Cohen trace the six years Jura spent in London, where she found surrogate families in the 31 other young refugees at the Willesden Lane hostel, and in the working-class British women at the East End garment factory that employed her. The authors beautifully capture Jura's passion for music and her determination to realize her dream of becoming a concert pianist. Her quest to win a scholarship to the Royal Academy of Music seems to inject hope into everyone with whom she comes into contact: the hostel owner provides her with a piano and practice time, her housemates band together to drill her on technique and theory, and a co-worker makes her an audition outfit. Yet this is no Babes in Arms. Jura's struggle to hold herself together on the trip to England and as she makes a life for herself without the guidance of her beloved mother is as bleak as her musical successes are joyful. And the depictions of V-Day are especially vivid: rather than celebrate with the masses, Jura retreats to the hostel. The war may be over, but for her and her fellow young refugees waiting to learn the fate of their families, the tragedy will continue.</i> Copyright 2002 Cahners Business Information, Inc. | Warner Books (2002) | 288 pgs., Hardback | 0446527815 | \$16.77 |

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| Golden, Arthur | Memoirs of a Geisha: A Novel | <p>A literary sensation and runaway bestseller, this brilliant debut novel tells with seamless authenticity and exquisite lyricism the true confessions of one of Japan's most celebrated geisha.</p> <p>Speaking to us with the wisdom of age and in a voice at once haunting and startlingly immediate, Nitta Sayuri tells the story of her life as a geisha. It begins in a poor fishing village in 1929, when, as a nine-year-old girl with unusual blue-gray eyes, she is taken from her home and sold into slavery to a renowned geisha house. We witness her transformation as she learns the rigorous arts of the geisha: dance and music; wearing kimono, elaborate makeup, and hair; pouring sake to reveal just a touch of inner wrist; competing with a jealous rival for men's solicitude and the money that goes with it.</p> <p>In Memoirs of a Geisha, we enter a world where appearances are paramount; where a girl's virginity is auctioned to the highest bidder; where women are trained to beguile the most powerful men; and where love is scorned as illusion. It is a unique and triumphant work of fiction--at once romantic, erotic, suspenseful--and completely unforgettable.</p> | Vintage Books (1999) | 448 pgs., Paperback | 0679781587 | \$10.47 |
| Heinrich, Bernd | Why We Run: A Natural History | <p>Heinrich was the North American Masters record holder in the ultra marathon back in 1981, and also won the San Francisco marathon (also as a Masters = over 40 runner). He is a PhD biologist, a specialist on what might be called the energy economics of living organisms (e.g., how insects metabolize what, how they cool off, etc. plus comparable information on birds, ungulates like antelopes, and people). Comparative data on how various animal runners run, and what potential implications are for humans, especially the role of mind, as he prepared for his 62-mile triumph.</p> | Ecco (2002) | 304 pgs., Paperback | 0060958707 | \$10.36 |
| Hitchcock, William I. | The Struggle for Europe: The Turbulent History of a Divided Continent 1945-2002 | <p>After two devastating wars that ravaged most of Europe, there was an almost remarkable economic recovery. Hitchcock, a Wellesley history professor, provides a history of modern Europe and puts in place the many pieces that have contributed to a great sense of European community. It also describes the anti-Anglo feelings that have developed which now influence foreign policy and affairs.</p> | Doubleday (2003) | 513 pgs., Hardcover | 0385497989 | \$24.50 |
| J. F. Matlock Jr. | Regan and Gorbachev: How | <p>Undoubtedly this was the most important development of the late 20th century. Matlock was intimately involved in the events that brought the</p> | Random House (2004) | 412 pages Hardcover | 0679463232 | \$ 2.00 |

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| | the Cold War Ended | two leaders to a surprising meeting of mind. It is a study of leadership, but is weak in developing a feeling for the personalities of the leaders. | | | | |
| Johnson, Barry | Polarity Management; Identifying & Managing Unsolvable Problems | The title sums it up | Human Resource Development Press (1997) | 288 pgs., Paperback | 0874251761 | \$24.95 |
| Johnson, Chalmers | The Sorrows of Empire: Militarism, Secrecy, and the End of the Republic {The American Empire Project} | Noted economic historian (MITI AND THE JAPANESE MIRACLE, etc.) asserts that growing militarism, secrecy and crony capitalism are eroding our constitutional republic. Book, chapter, verse and detail documented from a host of sources. Scary. | Metropolitan Books (2204) | 400 pgs., Hardcover | 0805070044 | \$17.50 |
| Kaplan, Jerry | Startup: A Silicon Valley Adventure | A Silicon Valley failure | Houghton Mifflin (1995) | 336 pgs., Paperback | 0140257314 | \$5.58 |
| Krakauer, Jon | Into the Wild | The short summary of the story printed on the dust jacket reads as follows: 'In April, 1992, a young man from a well-to-do family hitchhiked to Alaska and walked alone into the wilderness north of Mt. McKinley. His name was Christopher Johnson McCandless. He had given \$25,000 in savings to charity, abandoned his car and most of his possessions, burned all the cash in his wallet, and invented a new life for himself. Four months later, his decomposed body was found by a moose hunter---' The book is well written, and required a lot of investigative work by the author to reconstruct the history. Interesting insights into the psychology of parenting & growing up | Anchor (1997) | 224 pgs., Paperback | 0385486804 | \$10.36 |
| L'Amour, Louis | The Man From the Broken Hills | <i>From the Publisher</i> The Sacketts were fierce fighting men from the hills of Tennessee. The Talons were French, but a life of piracy brought them to America. Milo was half Talon, half Sackett. He'd been riding the outlaw trail for three years, but now he was hunting a man who had betrayed a trust with his own kin. And when he found him, Milo Talon would do no less than any Sackett or Talon before him. -- <i>This text refers to the Paperback edition.</i> | Bt. Bound (1999) | 217 pgs., Library Binding | 0808554247 | \$11.00 |
| Lahiri, Jhumpa | Interpreter of Maladies | Navigating between the Indian traditions they've inherited and the baffling new world, the characters in Jhumpa Lahiri's elegant, touching stories seek love beyond the barriers of culture and generations. In "A Temporary Matter," published in The New Yorker, a young Indian-American couple faces the heartbreak of a stillborn birth while their | Houghton Mifflin Co. (1999) | 160 pgs., Paperback | 039592720x | \$10.40 |

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| | | Boston neighborhood copes with a nightly blackout. In the title story, an interpreter guides an American family through the India of their ancestors and hears an astonishing confession. Lahiri writes with deft cultural insight reminiscent of Anita Desai and a nuanced depth that recalls Mavis Gallant. She is an important and powerful new voice. | | | | |
| le Carre, John | Smiley's People | The conclusion to the Smiley Karla Trilogy is a great read. Le Carre paints a picture of the intricate, shadowy and grungy world of international espionage as he tracks down his Russian nemesis. | Pocket Books (2001) | 448 pgs., Paperback | 0671042769 | \$7.99 |
| Letts, Billie | Where the Heart Is | <p>A funny thing happens to Novalee Nation on her way to Bakersfield, California. Her ne'er-do-well boyfriend, Willie Jack Pickens, abandons her in an Oklahoma Wal-Mart and takes off on his own, leaving her with just 10 dollars and the clothes on her back. Not that hard luck is anything new to Novalee, who is "seventeen, seven months pregnant, thirty-seven pounds overweight--and superstitious about sevens.... For most people, sevens were lucky. But not for her," Billie Letts writes. "She'd had a bad history with them, starting with her seventh birthday, the day Momma Nell ran away with a baseball umpire named Fred..."</p> <p>Still, finding herself alone and penniless in Sequoyah, Oklahoma is enough to make even someone as inured to ill fortune as Novalee want to give up and die. Fortunately, the Wal-Mart parking lot is the Sequoyah equivalent of a town square, and within hours Novalee has met three people who will change her life: Sister Thelma Husband, a kindly eccentric; Benny Goodluck, a young Native American boy; and Moses Whitecotton, an elderly African American photographer. For the next two months, Novalee surreptitiously makes her home in the Wal-Mart, sleeping there at night, exploring the town by day. When she goes into labor and delivers her baby there, however, Novalee learns that sometimes it's not so bad to depend on the kindness of strangers--especially if one of them happens to be Sam Walton, the superchain's founder.</p> <p><i>Where the Heart Is</i> oddly mixes heart-warming vignettes and surprising, brutal violence. Novalee's story is juxtaposed with occasional chapters chronicling Willy Jack's downward spiral into prison, disappointment, and degradation. And even in Sequoyah, sudden storms, domestic violence, kidnapping, and deadly fires punctuate Novalee's progress from homeless, unwed teen mom to successful, happy member of the</p> | Warner Books (1998) | 384 pgs., Paperback | 0446672211 | \$11.16 |

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| | | community. This is not a subtle book; there's never any doubt that our heroine will make a home for herself and her baby or that Willy Jack will get what he deserves for abandoning them. Still, Billie Letts has created several memorable characters, and there's always room for another novel that celebrates the life-affirming qualities of reading, the importance of education, and the power of love to change lives. -- <i>Alix Wilber</i> | | | | |
| Lewis, Michael | Moneyball: The Art of Winning an Unfair Game | You might be wondering how a book that is ostensibly about baseball would possibly connect to technology management. This engaging, well-written book is REALLY about thinking innovatively and using data to manage a business, and has lessons that are generalizable to anyone who is interested in innovation. | W.W. Norton (2003) | 288 pgs., Hardcover | 0393057658 | \$17.47 |
| Michael Pollan | The Botany of Desire: A Plant's-Eye View of the World | We are the plants way to spread their genes. I really enjoyed both the style and content. | Random House (2002) | 300 pages Hardcover | 03757603931 | \$12.70 |
| Myss, Carolyn | Sacred Contracts: Awakening Your Divine Potential | ".... insightful & ingenious process fro deciphering your own sacred contract (higher purpose) | Three Rivers Press (2003) | 464 pgs., Paperback | 0609810111 | \$10.50 |
| Ormerod, Paul | Butterfly Economics: A New General Theory of Social and Economic Behavior | A beautifully written and engaging look at the cutting edge where economics meets complexity theory In this cogently and elegantly argued analysis of why human beings persist in engaging in behavior that defies time-honored economic theory, Ormerod also explains why governments and industries throughout the world must completely reconfigure their traditional methods of economic forecasting if they are to succeed and prosper in an increasingly complicated global marketplace. | Basic Books (2001) | 240 pgs., Paperback | 0465053564 | \$10.50 |
| Paton, Alan | Cry, The Beloved Country | <i>Cry, the Beloved Country</i> is a beautifully told and profoundly compassionate story of the Zulu pastor Stephen Kumalo and his son Absalom, set in the troubled and changing South Africa of the 1940s. The book is written with such keen empathy and understanding that to read it is to share fully in the gravity of the characters' situations. It both touches your heart deeply and inspires a renewed faith in the dignity of mankind. <i>Cry, the Beloved Country</i> is a classic tale, passionately | Simon & Schuster (2003) | 320 pgs., Paperback | 0743262174 | \$8.40 |

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| | | <i>African, timeless and universal, and beyond all, selfless.</i> | | | | |
| Rheingold, Howard | Smart Mobs: The Next Social Revolution | An account of how instant access, cell phones + Internet connections are shifting the social organization possibilities and empowering instant virtual groups ("smart mobs") -- both the positive and some negative (think terrorists). Fascinating. | Perseus Publishing (2002) | 288 pgs., Hardcover | 0738206083 | \$26.00 |
| Rowling, J.K. | Harry Potter and the Order of the Phoenix (Book 5) | <i>Grade 4 Up-Harry has just returned to Hogwarts after a lonely summer. Dumbledore is uncommunicative and most of the students seem to think Harry is either conceited or crazy for insisting that Voldemort is back and as evil as ever. Angry, scared, and unable to confide in his godfather, Sirius, the teen wizard lashes out at his friends and enemies alike. The head of the Ministry of Magic is determined to discredit Dumbledore and undermine his leadership of Hogwarts, and he appoints nasty, pink-cardigan-clad Professor Umbridge as the new Defense Against the Dark Arts teacher and High Inquisitor of the school, bringing misery upon staff and students alike. This bureaucratic nightmare, added to Harry's certain knowledge that Voldemort is becoming more powerful, creates a desperate, Kafkaesque feeling during Harry's fifth year at Hogwarts. The adults all seem evil, misguided, or simply powerless, so the students must take matters into their own hands. Harry's confusion about his godfather and father, and his apparent rejection by Dumbledore make him question his own motives and the condition of his soul. Also, Harry is now 15, and the hormones are beginning to kick in. There are a lot of secret doings, a little romance, and very little Quidditch or Hagrid (more reasons for Harry's gloom), but the power of this book comes from the young magician's struggles with his emotions and identity. Particularly moving is the unveiling, after a final devastating tragedy, of Dumbledore's very strong feelings of attachment and responsibility toward Harry. Children will enjoy the magic and the Hogwarts mystique, and young adult readers will find a rich and compelling coming-of-age story as well. <i>Eva Mitnick, Los Angeles Public Library</i> Copyright 2003 Reed Business Information, Inc.</i> | Scholastic (2003) | 870 pgs., Hardcover | 043935806X | \$17.99 |

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| Ruhlman, Michael | The Soul of a Chef: The Journey Toward Perfection | This enthusiastically researched report is divided into three parts: The first concerns the Certified Master Chef exam, a brutal weeklong cooking marathon that measures the skill levels of professional chefs. The second and third parts of Ruhlman's book are devoted to the careers of two different chefs, Michael Symon of Cleveland's Lola Bistro and <u>Thomas Keller</u> of Napa Valley's legendary French Laundry. The thread connecting these three tales together is Ruhlman's quest for culinary perfection: Does it exist? Is it possible? How is it even measurable? Ruhlman does indeed stumble onto the realization of his high-minded ideal, serving up a palatable conclusion for hard-core foodies equally obsessed with the perfect meal. -- <i>Sumi Hahn Almquist</i> - <i>This text refers to the <u>Hardcover</u> edition.</i> | Penguin USA (2001) | 370 pgs., Paperback | 0141001895 | \$10.50 |
| Schwartz, Evan | The Last Lone Inventor: A Tale of Genius, Deceit, and the Birth of Television | This is a wonderful book a about the invention of TV and the development of standards for it. | Perennial Press (2003) | 352 pgs. Paperback | 0060935596 | \$10.36 |
| Stanley Karnow | Vietnam, A History | For someone who lived through the times I now realize how little I knew what lay behind the news accounts. The most disheartening conclusion for me was that I probably would have acted the same way most of our leaders at the time did. There are interesting parallels between the French experience in the 1950's and our present involvement with Iraq | Penguin Putnam (1997) | 750 pages Hardcover | 0670842184 | \$13.60 |
| Stross, Randall | The Microsoft Way: The Real Story of How the Company Outsmarts Its Competition | This amazing, well-written, thoughtful book is a case study written about Microsoft. Stross spent over a year doing in-depth ethnographic research inside of Microsoft, as well as research using a number of secondary sources. | Perseus Publishing (1997) | 381 pgs., Paperback | 020132797X | \$10.50 |
| Underhill, Paco | Why We Buy: The Science of Shopping | An urban anthropologist discusses buyer behavior, in an absolutely fascinating read. The chapter "Shop like a Man" is a must if you want to know what guys are really looking for in a product | Simon & Schuster (1999) | 256 pgs., Paperback | 0684849143 | \$15.00 |
| Van De Ven, Andrew H.: Harold L. Angle, Marshall S. Poole | Research on the Management of Innovation: The Minnesota Studies | | Ballinger Publishing Co. (1989) | 800 pgs., Hardcover | ASIN: 0887303331 | \$28.28 |

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| Weinberg, Samantha | A Fish Caught in Time: The Search for the Coelacanth | In 1938 a prehistoric-like fish, assumed to be extinct, was discovered in S. Africa. This delightful book details the search for the coelacanth, a scientific detective story that's engaging and extremely well written. | Perennial Press (2001) | 240 pgs., Paperback | 0060932856 | \$10.40 |
| Wynd. Oswald | The Ginger Tree | A wonderful old (1977) novel reprinted recently telling the life story of a young woman who goes off to China to marry her fiance (whom she barely knows) in 1903, and what happens after that (adultery, life in Japan up through about 1941). A wonderful historical novel with extraordinary nuance and growth in the focal character. Kept me up "too late" til I finished it ... | Perennial (2002) | 336 pgs., Paperback | 00660959673 | \$10.36 |