Thursday

Monday

Changes to schedule during Thanksgiving Week:

Sunday

Saturday

Monday

Library hours for Fall Quarter:

- 7:30am to 4:30pm
- 7:30am to 9:45pm

Questions?

Wednesday, November 22

Friday

Sunday, November 25


Boiler Room.


Aftershock: the next economy and America's future.

—

And he shows how our financial markets can make it happen.

century industries such as biotechnology, alternative energy and nanotechnology.

private

more big government, but deploying our unique capacity for innovation through pri-

based on old

itself from the debt

we recognize the opportunity to correct decades of bad policy. America can wean

offers some good news that this crisis will open the door to a saner economic future if


performance organizations.

Digital media offer exciting potential for advertising and marketing. This text looks at

trends in the field.

Combining industry and critical perspectives, it analyses key theory, concepts and

the cultural, commercial and creative practices of advertising in these environments.

Looking at one young man's journey into the brokerage world of buying and selling and

Borrowing heavily from Wall Street and Glengarry Glen Ross, Boiler Room is a raw

about leadership and management on their way to the top.

that have resonated with the broadest audiences and that have been recommended

encyclopedic in its approach, the book focuses on classic and contemporary works

managers, and offers suggestions for further reading on each topic. While not

organized by topics, each introduced by simple questions frequently asked by

beginning to end. Others may choose to use it as a resource or reference. It is

a body of knowledge and research and summarizes it in one place. If you are a new

The Wall Street Journal Essential Guide to Management draws from the existing

Leadership minds of our times.

Wall Street essential guide to management: lasting lessons from the best

aftermath

A new reading of the economic crisis

By one of our most trenchant and informed experts. When the nation's

but Robert B. Reich suggests a different reason for the meltdown, and for a perilous

economy foundered in 2008, blame was directed almost universally at Wall Street.

But Robert B. Reich suggests a different reason for the meltdown, and for a perilous

road ahead. He argues that the real problem is structural: it lies in the increasing

concentration of income and wealth at the top, and in a middle class that has had to

go deeply into debt to maintain a decent standard of living.

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