Saturday

Library hours for Fall Quarter:
Closed
7:30am to 4:30pm

Questions?

Aftermath. The events of that fateful weekend but provides a unique analysis of the crisis and its
and dramatic flair, Bartiromo not only weaves a thrilling and fresh account of the
economy from total collapse, and Americans tried to make sense of it all, top CNBC
edge of collapse. As bankers and government officials scrambled to keep the
Lehman Brothers was sealed, Merrill Lynch barely survived, AIG became a ward of
reporter.

A first

in finance and politics decided the fate of the world's economy.

ego and greed as by fear and self
revealing never
players involved, he re

The most gripping financial narratives in decades, Andrew Ross Sorkin
delivers the first definitive blow

experience effect

engaging your customers with a consistent & memorable brand

illuminates the methods of companies that rely on design to stand out in their
executives such as Virgin's Richard Branson and Nike's Mark Parker, Jay Greene
business retreats. It's not easily measurable. Drawing on interviews with top
have no clue what to make of the recent buzz about design. It's rarely the subject of

Too big to fail. The inside story of how Wall Street and Washington fought to

companies can create a simple yet powerful brand experience that resonates
the customer is left with a feeling of satisfaction that ultimately builds loyalty. Joseph

and more. When all these elements come together to form a seamless experience,
the product or service itself. Consumers respond to the marketing message, the

The decision to pay money for a product or service is often based on more than just

Davidson, Inder presents a complete blueprint for "doing both" in your organization,
and the experiences of companies like Procter & Gamble, Whirlpool, and Harley
reinforce the other. In this book, Cisco Senior Vice President Inder Sidhu explains
compromises. It means finding ways to make each option benefit and mutually
sacrifice to endure. It means avoiding false choices, reduced expectations, and weak

Doing both. How Cisco captures today's profit and drives tomorrow's growth.


Design is how it works. How the smartest companies turn products into icons.


Weekend that changed Wall Street: an eyewitness account.


Too big to fail: the inside story of how Wall Street and Washington fought to

companies can create a simple yet powerful brand experience that resonates

BY THE SAME AUTHOR

Preservation, the most powerful men and women

Sullivan University Libraries

Experience effect

Design is how it works.