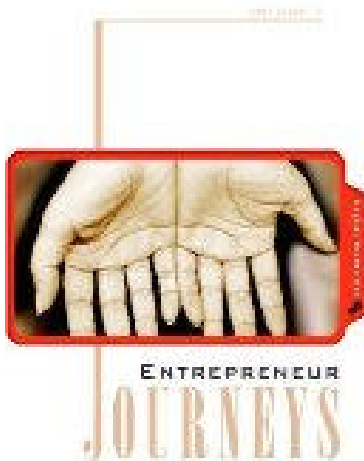


# New Books September 2009

## *Spotlight presented by Tanoto Library*



### **Entrepreneur journeys: bootstrapping: weapon of mass reconstruction**

By Sramana Mitra

Doriot & Tanoto Libraries  
HD62.5 .M58 2009 Vol.2

In a world battered by economic crisis, Sramana Mitra believes entrepreneurship is the only sustainable path forward to a healthy economic world order. And core to the success of entrepreneurial ventures today is the invigorating art of bootstrapping. Sramana Mitra--a serial entrepreneur, strategy consultant and *Forbes* columnist--takes aim at this essential route along the roadmap to startup success with *Entrepreneur Journeys, Volume Two: Bootstrapping: Weapon of Mass Reconstruction*.

In this book, Mitra showcases a dozen successful entrepreneurs and their lessons from the bootstrapping trenches. Overflowing with lively entrepreneurial tangents, theories, and behind-closed-doors-experience, the book rises to the level of economic policy discussion while simultaneously offering practical advice from experienced bootstrappers. Important issues like doing more with less, getting started with little or no capital, and validating the market on the cheap are discussed with the likes of Om Malik of GigaOm and Greg Gianforte of RightNow. In her characteristic narrative style, Mitra shepherds established and aspiring entrepreneurs through a territory she hopes will be claimed by many more in the years to come.

Book review cited from

<http://www.amazon.com/Entrepreneur-Journeys-Bootstrapping-Weapon-Reconstruction/dp/1439234515>

This list is also available on the General Bulletin Board and Library homepage at the following address:  
<http://www.insead.edu/library>

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Psychology

Sociology

## **ACCOUNTING**

Financial accounting: an introduction to concepts, methods and uses. 13th ed. /  
Stickney, Clyde P. ; Weil, Roman L. ; Schipper, Katherine ; Francis, Jennifer - South-  
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## **CAREER MANAGEMENT**

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Teaching and learning at business schools: transforming business education/  
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## **ECONOMICS**

Can Latin America compete? Confronting the challenges of globalization / Haar,  
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The Diversity of modern capitalism/ Amable, Bruno - Oxford University Press, 2003

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Introductory microeconomics seminar / Iwata, Hisao Tadashi - Nikkei Business, 1993  
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Mercosur: regional integration, world markets / Roett, Riordan - Lynne Rienner, 1999  
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Winner's curse: paradoxes and anomalies of economic life / Thaler, Richard H. -  
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**Tanoto Library**  
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## **FINANCE**

Enlarging the Euro area: external empowerment and domestic transformation in East  
Central Europe / Dyson, Kenneth - Oxford University Press, 2006  
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International political economy / Inoguchi, Takashi - Yuhikaku, 1982  
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Microeconomics of banking. 2nd ed. / Freixas, Xavier ; Rochet, Jean-Charles - MIT  
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## **INFORMATION ON MARKETS**

The American pulp and paper industry, 1900-1940: mill survival, firm structure, and industry relocation / Ohanian, Nancy Kane - Greenwood Press, 1993

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The Death of distance 2.0: how the communications revolution will change our lives / Cairncross, Frances - Texere, 2001

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Transit troubles: pipelines as a source of conflict / Stevens, Paul - Chatham House, 2009. (Chatham House reports)

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## **LANGUAGES**

Dictionary French - English, English - French; dictionnaire français - anglais, anglais - français - Berlitz, 2004

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French vocabulary handbook / Dobson, Kate - Berlitz, 2003

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Intermediate French / Preston, Sue - Berlitz, 2003

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Phonétique progressive du français : avec 400 exercices / Charliac, Lucile ; Motron, Annie-Claude ; Le Bougnec, Jean-Thierry ; Loreil, Bertrand - CLE, 2003

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The Rough guide to India / Abram, David - Rough Guides, 2003

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## **LITERATURE**

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Managing across borders: the transnational solution / Bartlett, Christopher A. ; Ghoshal, Sumant - Harvard Business School Press, 2002

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Merge ahead: mastering the five enduring trends of artful M&A / Adolph, Gerald ; Pettit, Justin ; Sisk, Michael - Booz & Company/McGraw-Hill, 2009.  
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Sebun-Irebun no keieishi : Nichi-Bei kigyo<sup>o</sup>, keieiryoku no gyakuten / Kawabe,  
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## **ORGANIZATIONAL BEHAVIOUR**

Crossing the divide: intergroup leadership in a world of difference / Pittinsky, Todd L. - Harvard Business School Press, 2009. (Leadership for the common good)

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Leadership: theory, application, skill development / Lussier, Robert N. ; Achua, Christopher F. - South Western College Publishing, 2001

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Managing human resources in Central and Eastern Europe / Morley, Michael J. ; Heraty, Noreen ; Michailova, Snejina - Routledge, 2009. (Routledge global human resource management series)

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Rules of thumb / Webber, Alan M. - HarperCollins, 2009

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## **PHILOSOPHY / RELIGION**

How to see yourself as you really are / Dalai Lama XIV - Atria Books, 2007

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Governing and governance in France / Cole, Alistair - Cambridge University Press, 2008

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The Third option: the emancipation of European defense? 1989-2000 / Cogan, Charles G. ; Kaplan, Lawrence S. - Praeger, 2001. (Humanistic perspectives on international relations)

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## **PSYCHOLOGY**

Inside the juror: the psychology of juror decision making / Hastie, Reid - Cambridge University Press, 1993. (Cambridge series on judgment and decision making)

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## **SOCIOLOGY**

The Art of travel/ De Botton, Alain - Penguin Books, 2003

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The Evolution of co-operation / Axelrod, Robert M. - Penguin Books, 1990

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Handbook of frauds, scams and swindles: failures of ethics in leadership / Matulich, Serge ; Currie, David M. - CRC Press, 2009

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Small groups as complex systems: formation, coordination, development and adaptation/ Arrow, Holly; McGrath, Joseph E. ; Berdahl, Jennifer L. - Sage, 2000

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