

## New Books November 2009

*Spotlight presented by Tanoto Library*



### Inside Larry and Sergey's brain

By Richard L. Brandt

Doriot and Tanoto Libraries  
HC100 .B73 2009

Inside Larry and Sergey's Brain skips past the general Google story and focuses on what really drives these men and where they will take Google in the future. Richard L. Brandt shows the company as the brainchild of two brilliant but individual men and looks at Google's business decisions in light of its founders' ambitions and beliefs. Larry is the main strategist, with business acumen and practical drive, while Sergey is the primary technologist and idealist, with brilliant ideas and strong moral positions. But they work closely together, almost like complementary halves of a single brain.

Through interviews with current and former employees, competitors, partners, and senior Google management, plus conversations with the founders themselves, Brandt demystifies the secret society that is Google, as well as clarifying a number of misconceptions.

For instance, it may seem more and more that Google wants to be something other than a search company as it expands into e-mail, cell phones, web browsers, wiki information sites, social networks, and photo editing. But actually, Larry and Sergey just define search a little differently from everyone else. They also like to act as catalysts for change in industries (such as telecommunications) that affect their business.

Theoretically, any of half a dozen competitors could have gotten where Google is today. But in reality, none of them could have been Google, because they didn't have Larry and Sergey.

Book review cited from:  
<http://www.amazon.com/Sergeys-Spanish-Japanese-Mandarin-Portuguese/dp/159184276X>

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

# *Contents*

Art	Marketing
Career Management	Mathematics
Communication	Organizational Behaviour
Economics	Politics
Education	Psychology
Environment	Reference
Ethics	Research Methodology
Finance	Science
Health	Sociology
Information on Markets	Statistics
Languages	Technology Management
Lifestyles	Trade
Management / Strategy	

## **ART**

Orbiting the giant hairball: a corporate fool's guide to surviving with grace /  
MacKenzie, Gordon - Viking/Penguin Books, 1998

**Doriot Library**  
**NC500.33 .U7 M33 1998**

## **CAREER MANAGEMENT**

Ace the IT interview: the best interviewing strategies for IT professionals. 2nd ed. /  
Moreira, Paula - McGraw-Hill, 2008

**Doriot Library**  
**ZA17.3 .I8 M67 2008**

Brilliant psychometric tests: what the best candidates know, do and say /  
Edenborough, Robert - Pearson Education, 2009

**Tanoto Library**  
**ZA17 .E34 2009**

Britain's top employers - Corporate Research Foundation, 2009

**Doriot Library**  
**ZA13.2 .A C367 2009**

Empresas top para trabajar - CRF Spain/LID Editorial Empresarial, 2008. (Coleccion  
accion empresarial)

**Doriot Library**  
**ZA13.2 .A C634 2008**

How to pass advanced numeracy tests / Bryon, Mike - Kogan Page, 2008

**Tanoto Library**  
**ZA17 .B79 2008**

INSEAD MBA yearbook / INSEAD Student Council - INSEAD Student Council,  
2009

**Doriot Library**  
**2009 July**

McGraw Hill's GMAT. 2010 ed. / Hasik, James ; Rudnick, Stacey - McGraw-Hill, 2010

**Doriot Library**  
**Z12 .G63 2010**

Practice tests for personality testing / Rhodes, Peter - Hodder Education, 2008

**Tanoto Library**  
**ZA17 .R46 2008**

Prices and earnings: a comparison of purchasing power around the globe / UBS - UBS, 2009

**Doriot Library**  
**ZC100.1 .P75 2009 English**

Prix et salaires : une comparaison du pouvoir d'achat dans le monde / UBS - UBS, 2009

**Doriot Library**  
**ZC100.1 .P75 2009 French**

Profession and purpose: a resource guide for MBA careers in sustainability / Kross, Katie - Greenleaf Publishing, 2009

**Doriot Library**  
**ZA13 .K76 2009**

Top employers Italy - Corporate Research Foundation/FrancoAngeli, 2009

**Doriot Library**  
**ZA13.2 .C638 2009**

Top employeurs France - Corporate Research Foundation/Maxima, 2009

**Doriot Library**  
**ZA13.2 .A C636 2009**

Top werkgevers Nederland - Corporate Research Foundation, 2009

**Doriot Library**  
**ZA13.2 .A C635 2009**

Top-Arbeitgeber Deutschland - Corporate Research Foundation/W. Bertelsmann Verlag, 2009

**Doriot Library**  
**ZA13.2 .A C633 2009**

Top-Arbeitgeber in der Schweiz - Corporate Research Foundation/Orell Füssli, 2009  
**Doriot Library**  
**ZA13.2 .C639 2009**

Ultimate psychometric tests: over 1000 verbal, numerical, diagrammatic and IQ  
practice tests / Bryon, Mike - Kogan Page, 2008  
**Tanoto Library**  
**ZA17 .B79 2008**

## **COMMUNICATION**

Lend me your ears: all you need to know about making speeches and presentations /  
Atkinson, Max - Vermilion, 2004  
**Doriot Library**  
**Z13 .A85 2004**

Nonverbal communication in human interaction. 7th ed. / Knapp, Mark L. ; Hall,  
Judith A. - Thomson/Wadsworth, 2010  
**Doriot Library**  
**BF637 .N66 K63 2010**

Story-based inquiry: a manual for investigative journalists / Hunter, Mark ; Hanson,  
Nils ; Sabbagh, Rana ; Sengers, Luuk ; Sullivan, Drew ; Thordsen, Pia - UNESCO,  
2009  
**Doriot Library**  
**P96 .H86 2009 INSEAD Book**

## **ECONOMICS**

Chicken soup for the entrepreneur's soul / Canfield, Jack - HCI, 2006

**Tanoto Library**

**HB615 .C36 2006**

The Diversity of modern capitalism / Amable, Bruno - Oxford University Press, 2003

**Tanoto Library**

**HB501 .A633 2003**

Dynamic general equilibrium modeling. 2nd ed. / Heer, Burkhard ; Maussner, Alfred - Springer Verlag, 2009

**Doriot Library**

**HB145 .H44 2009**

Econometric analysis. 6th ed. / Greene, William H. - Pearson Education, 2008

**Doriot Library**

**HB139 .G74 2008**

Experiments in economics: playing fair with money / Chaudhuri, Ananish - Routledge, 2009

**Doriot Library**

**HB171 .C43 2009**

Handbook of research on Asian entrepreneurship - Edward Elgar, 2009

**Tanoto Library**

**HB615 .H36 2009**

Inside Larry and Sergey's brain / Brandt, Richard L. - Portfolio, 2009

**Doriot Library/Tanoto Library**

**HC100 .B73 2009**

Institutional incentives and sustainable development: infrastructure policies in perspective / Ostrom, Elinor ; Schroeder, Larry ; Wynne, Susan - Westview Press, 1993. (Theoretical lenses on public policy)

**Doriot Library**

**HC300 .O78 1993**

The Mind and the market: capitalism in Western thought / Muller, Jerry Z. - Anchor Books, 2002

**Tanoto Library**

**HB501.6 .M85 2002**

Patterns of entrepreneurship management. 3rd revised ed. / Kaplan, Jack M. ; Warren, Anthony C. - Wiley, 2010

**Doriot Library**

**HB615 .K37 2010**

Rules, games, and common-pool resources / Ostrom, Elinor ; Gardner, Roy ; Walker, James - University of Michigan Press, 1994

**Doriot Library**

**HB846.5 .O78 1994**

## **EDUCATION**

Critical thinking skills: developing effective analysis and argument / Cottrell, Stella - Palgrave Macmillan, 2005. (Study skills)

**Doriot Library**

**LB2395 .C6 2005**

The Study skills handbook / Cottrell, Stella - Palgrave Macmillan, 2008. (Study skills)

**Doriot Library**

**LB2395 .C6 2008**

## **ENVIRONMENT**

2008 AFD-EUDN Conference: Population and natural resources - Agence Française de Développement, 2008. (Notes et documents)

**Doriot Library**

**GE175 .P67 2008**

## **ETHICS**

Marketing ethics / Brenkert, George G. - Blackwell, 2008

**Tanoto Library**  
**BJ53.5 .B74 2008**

## **FINANCE**

Behavioral finance and wealth management: how to build optimal portfolios that account for investor biases / Pompian, Michael M. - Wiley, 2006. (Wiley finance series)

**Doriot Library**  
**HG4515 .P66 2006**

Damodaran on valuation / Damodaran, Aswath - Wiley, 2006

**Tanoto Library**  
**HG4028 .V3 D35 2006**

Le Guide de la microfinance : microcrédit et épargne pour le développement. 2nd ed. / Boyé, Sébastien ; Hajdenberg, Jérémy ; Poursat, Christine ; Munnich, David ; Pinel, Alix - Eyrolles/Éditions d'Organisation, 2009

**Doriot Library**  
**HG173 .B69 2009**

Rapport moral sur l'argent dans le monde - Association d'Economie Financière/Caisse des Dépôts, 2009

**Doriot Library**  
**HG3881 .R37 2009**

The Risks of financial institutions / Carey, Mark ; Stulz, René M. - University of Chicago Press, 2006. (National bureau of economic research conference report)

**Doriot Library**  
**HG173 .R575 2006**

## **HEALTH**

The Relaxation response. Updated and expanded ed. / Benson, Herbert ; Klipper, Miriam Z. - HarperTorch, 2000

**Doriot Library**  
**RA785 .B46 2000**

## **INFORMATION ON MARKETS**

EU energy and transport in figures: statistical pocketbook - Office for Official Publications of the European Communities, 2009

**Doriot Library**  
**REF300 .E6 E85 2009**

A Guide to energy service companies / Bullock, Cary ; Caraghiaur, George - Fairmont Press, 2001

**Doriot Library**  
**HC2000 .E6 B85 2001**

How the energy industry works: an insiders' guide - Silverstone Communications, 2009.

**Doriot Library**  
**REF300 .E6 H69 2009**

The Investor's guide to geothermal energy: how to capitalize on the heat beneath your feet / Eggl, Birgit ; Sametinger, Kai - Forseo GmbH, 2008

**Tanoto Library**  
**HC2000 .E6 E44 2008**

OECD communications outlook - OECD, 2009. (Information and communications technologies)

**Doriot Library**  
**REF300 .T45 O73 2009**

Renewable energy - Sovereign Publications, 2009

**Doriot Library**  
**REF300 .E6 R47 2009**

## **LANGUAGES**

Colloquial Chinese: the complete course for beginners / Qian, Kan - Routledge, 1995

**Tanoto Library**

**P1000 .CH Q53 1995**

French basic / McNab, Rosi - Berlitz, 2008

**Doriot Library**

**P1000 .FR M3 2008**

Intermediate French / McNab, Rosi - Berlitz, 2008

**Doriot Library**

**P1000 .FR I68 2008**

## **LIFESTYLES**

Guide châteaux et hôtels collection: France - Vega Gestion, 2009

**Doriot Library**

**GUIDEBOOK**

Michelin red guide, hotels and restaurants, France - Michelin, 2008

**Doriot Library**

**GUIDEBOOK**

## **MANAGEMENT / STRATEGY**

Ahead of the curve: a commonsense guide to forecasting business and market cycles / Ellis, Joseph H. - Harvard Business School Press, 2005

**Doriot Library**

**HD30.27 .E55 2005**

Business families and family businesses: the STEP handbook for advisers / Macdonald, Ian ; Sutton, Jonathan - Globe Business Publishing, 2009

**Doriot Library**

**HD62.25 .B87 2009**

Dynamic capabilities and strategic management: organizing for innovation and growth - Oxford University Press, 2009

**Doriot Library**

**HD30.28 .T44 2009**

Exploiting chaos: 150 ways to spark innovation during times of change / Gutsche, Jeremy - Gotham, 2009

**Tanoto Library**

**HD45 .G87 2009**

Growing a business / Hawken, Paul - Fireside, 1988

**Doriot Library**

**HD62.5 .H39 1988**

Managing the international value chain in the automotive industry: strategy, structure, and culture / Schmid, Stefan ; Grosche, Philipp - Bertelsmann Stiftung, 2008

**Doriot Library**

**HD38.5 .M363 2008**

Mergers, acquisitions and corporate restructurings. 4th ed. / Gaughan, Patrick A. - Wiley, 2007

**Tanoto Library**

**HD2746.5 .G38 2007**

The Network challenge: strategy, profit, and risk in an interlinked world / Kleindorfer, Paul R. ; Wind, Yoram ; Gunther, Robert E. - Wharton School Publishing, 2009

**Tanoto Library**

**HD30.28 .K54 2009**

Operations & supply chain management: world class theory and practice / Verma, Rohit ; Boyer, Kenneth K. - South-Western Cengage Learning, 2010

**Doriot Library**

**HD38.5 .V47 2010**

Strategy and the business landscape. 3rd international ed. / Ghemawat, Pankaj - Pearson, 2010

**Doriot Library/Tanoto Library**

**HD30.28 .G44 2010**

Understanding knowledge as a commons: from theory to practice / Hess, Charlotte ; Ostrom, Elinor - MIT Press, 2007

**Doriot Library**

**HD30.2 .U63 2007**

## **MARKETING**

Analysis for marketing planning. 7th ed. / Lehmann, Donald R. ; Winer, Russell S. - McGraw-Hill, 2008

**Doriot Library**

**HF5415.13 .L44 2008**

Discovering the soul of service: the nine drivers of sustainable business success / Berry, Leonard L. - Free Press, 1999

**Doriot Library**

**HF5415.5 .B47 1999**

Fleet management workbook: achieving profit potential in the new millennium - Currie Management Consultants, 2006. (Profit potential series)

**Doriot Library**

**HF5415.7 .F55 2006**

Getting started with conjoint analysis: strategies for product design and pricing research / Orme, Bryan K. - Research Publishers, 2006

**Doriot Library**

**HF5415.15 .O76 2006**

Secrets of closing the sale. Updated ed. / Ziglar, Zig - Revell, 2004

**Doriot Library**

**HF5438 .Z54 2004**

Strategic marketing management. 5th ed. / Chernev, Alexander - Brightstar Media, 2009

**Doriot Library**

**HF5415.135 .C44 2009**

## **MATHEMATICS**

Statistical distributions. 3rd ed. / Evans, Merran ; Hastings, Nicholas ; Peacock, Brian - Wiley, 2000. (Wiley series in probability and statistics)

**Doriot Library**

**QA273 .E83 2000**

## **ORGANIZATIONAL BEHAVIOUR**

Breaking Robert's rules: the new way to run your meeting, build consensus and get results / Susskind, Lawrence E. - Oxford University Press, 2006

**Tanoto Library**

**HD6958 .T4 2006**

Built to win / Movius, Hallam - Harvard Business School Press, 2009

**Tanoto Library**

**HD6952 .M68 2009**

The Changing nature of performance: implications for staffing, motivation, and development / Ilgen, Daniel R. ; Pulakos, Elaine D. - Jossey-Bass, 1999. (Frontiers of industrial and organizational psychology)

**Doriot Library**

**HD6958 .P35 C436 1999**

Consulting for business sustainability / Galea, Chris - Greenleaf Publishing, 2009

**Doriot Library**

**HD6954.6 .C665 2009**

The Future of excellence in public relations and communication management: challenges for the next generation / Toth, Elizabeth L. - Lawrence Erlbaum Associates, 2007. (LEA's communication series)

**Doriot Library**

**HD6950.3 .F88 2007**

Leadership in Asia: challenges and opportunities - McGraw-Hill, 2010

**Tanoto Library**

**HD6951 .L43 2010**

Leadership in organizations. 7th global ed. / Yukl, Gary - Pearson Prentice Hall, 2010

**Doriot Library**

**HD6951 .Y85 2010**

Light their fire: using internal marketing to ignite employee performance and WOW your customers / Drake, Susan M. ; Gulman, Michelle J. ; Roberts, Sara M. - Dearborn, 2005

**Tanoto Library**

**HD6958 .P35 2005**

The New leader's 100-day action plan: how to take charge, build your team and get immediate results / Bradt, Goerge B. ; Check, Jayme A. ; Pedraza, Jorge E. - Wiley, 2009

**Doriot Library**

**HD6951.2 .B73 2009**

Understanding institutional diversity / Ostrom, Elinor - Princeton University Press, 2005

**Doriot Library**

**HD6958 .M5 O78 2005**

## **POLITICS**

Comparative regionalism / Lawson, Fred H. - Ashgate, 2009. (Library of essays in international relations)

**Doriot Library**

**JZ1305.1 .C667 2009**

## **PSYCHOLOGY**

The Creative habit: learn it and use it for life: a practical guide / Tharp, Twyla ; Reiter, Mark - Simon & Schuster, 2006

**Doriot Library**

**BF408 .T43 2006**

How we decide / Lehrer, Jonah - Houghton Mifflin, 2009

**Doriot Library**

**BF441 .L44 2009**

## **REFERENCE**

Anuario Iberoamericano 2008 / Malamud, Carlos ; Isbell, Paul ; Tejedor, Concha - Ediciones Piramide, 2008

**Doriot Library**

**REF500.32 .A A68 2008**

Asian development outlook / Asian Development Bank - Asian Development Bank, 2008

**Doriot Library**

**REF400.4 .A75 2008**

The Economist pocket world in figures - Economist, 2010

**Doriot Library**

**REF400.1 .P63 2010**

French dictionary plus grammar. 2nd ed. - HarperCollins, 2000

**Doriot Library**

**REF130 .FR 2000**

Global burden of armed violence - Geneva Declaration Secretariat, 2008

**Doriot Library**

**REF400.1 .G54 2008**

IMD World competitiveness yearbook - IMD, 2009

**Doriot Library**

**REF400.1 .W67 2009**

## **RESEARCH METHODOLOGY**

Cognitive interviewing: a tool for improving questionnaire design / Gordon B. Willis - Sage, 2005

**Doriot Library**

**H61.28 .W55 2005**

## **SCIENCE**

Comment je vois le monde / Einstein, Albert - Flammarion, 2009. (Champs)

**Doriot Library**

**QC173.55 .E56 2009**

On the origin of species: by means of natural selection or the preservation of favoured races in the struggle for life / Darwin, Charles - Dover Publications, 2006. (Dover thrift editions)

**Doriot Library**

**QH360 .D37 2006**

## **SOCIOLOGY**

Maras y pandillas, comunidad y policia en Centroamerica: hallazgos de un estudio integral - Agencia Sueca de Cooperacion Internacional para el Desarrollo/Banco Centroamericano de Integracion Economica, 2007

**Doriot Library**

**HV6500.32 .A M37 2007**

Retratos e espelhos: raça e etnicidade no Brasil e nos Estados Unidos / Rodrigues Vieira, Vinicius ; Johnson, Jacquelyn - Faculdade de Economia, Administração e Contabilidade da Universidade de São Paulo, 2009

**Doriot Library**

**HT1500.3 .R48 2009**

Temporal matters in social psychology: examining the role of time in the lives of groups and individuals / McGrath, Joseph E. ; Tschan, Franziska - American Psychological Association, 2004

**Doriot Library**

**HM251 .M34 2004**

## **STATISTICS**

Annual abstract of statistics. UK - National Statistics Office, 2009

**Doriot Library**

**REF500.63 .U5 A66 2009**

Applied multiple regression/correlation analysis for the behavioral sciences . 3rd revised ed. / Cohen, Jacob ; Cohen, Patricia ; West, Stephen G. ; Aiken, Leona S. - Lawrence Erlbaum Associates, 2003

**Doriot Library**

**HA33 .C63 2003**

Direction of trade statistics yearbook / International Monetary Fund - International Monetary Fund, 2008

**Doriot Library**

**REF526.1 .I64 2008**

Global stock markets factbook - Standard & Poor's, 2009

**Doriot Library**

**REF554.1 .G56 2009**

Government finance statistics yearbook / International Monetary Fund - International Monetary Fund, 2008

**Doriot Library**

**REF558.1 .I54 2008**

International trade statistics yearbook United Nations - United Nations Department of Economics and Social Affairs, 2006

**Doriot Library**

**REF526.1 .U65 2006 Vol.1 & 2**

OECD factbook: economic, environmental and social statistics - OECD, 2009

**Doriot Library**

**REF500.1 .O43 2009**

OECD science, technology and industry scoreboard: innovation and performance in the global economy - OECD, 2007

**Doriot Library**

**REF590.1 .O43 2007**

Statistical abstract of the United States / US Department of commerce - Hoover, 2009

**Doriot Library**

**REF500.33 .U7 S83 2009**

## **TECHNOLOGY MANAGEMENT**

Remanufacturing: operating practices and strategies: perspectives on the management of remanufacturing businesses in the United States / Hauser, William ; Lund, Robert T. - Boston University, 2008

**Doriot Library**

**TS183 .H38 2008**

To engineer is human: the role of failure in successful design / Petroski, Henry - Vintage Books, 1992

**Doriot Library**

**TS171 .P48 1992**

## **TRADE**

World trade report: trade policy commitments and contingency measures / World Trade Organization - World Trade Organization, 2009

**Doriot Library**

**HF1385 .W67 2009**