

Bubbles and Crashes

The Boom and Bust of Technological Innovation

BRENT GOLDFARB & DAVID A. KIRSCH
February 2019 256pp
9780804793834 £26.99 HB
STANFORD UNIVERSITY PRESS

Financial market bubbles are recurring, often painful, reminders of the costs and benefits of capitalism. While many books have studied financial manias and crises, most fail to compare times of turmoil with times of stability. Here, the authors identify a class of assets—major technological innovations—that can, but does not necessarily, produce bubbles. This methodological twist is essential: only by comparing similar events that sometimes lead to booms and busts can we ascertain the root causes of bubbles.

Using a sample of eighty-eight technologies spanning 150 years, Goldfarb and Kirsch find that four factors play a key role in these episodes: the degree of uncertainty surrounding a particular innovation, the attentive presence of novice investors, the opportunity to directly invest in companies that specialize in the technology, and whether or not a technology is a good protagonist in a narrative. Goldfarb and Kirsch consider the implications of their analysis for technology bubbles that may be in the works today, offer tools for investors to identify whether a bubble is happening, and propose policy measures that may mitigate the risks associated with future speculative episodes.

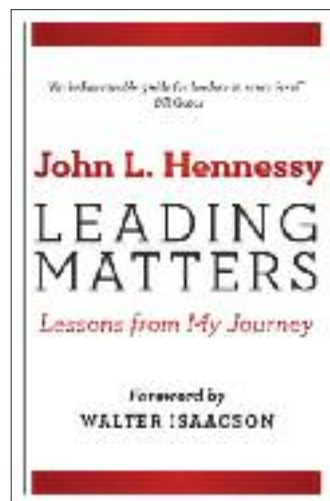


Counterproductive

Time Management in the Knowledge Economy

MELISSA GREGG
November 2018 208pp 16 illus.
9781478000907 £17.99 PB
9781478000716 £69.00 HB
DUKE UNIVERSITY PRESS

As online distractions increasingly colonize our time, why has productivity become such a vital demonstration of personal and professional competence? When corporate profits are soaring, but worker salaries remain stagnant, how does technology exacerbate the demand for ever greater productivity? Gregg explores how productivity emerged as a way of thinking about job performance at the turn of the last century and why it remains prominent in the different work worlds of today. Examining historical and archival material alongside popular self-help genres—from housekeeping manuals to bootstrapping business gurus, and the growing interest in productivity and mindfulness software—Gregg shows how a focus on productivity isolates workers from one another and erases their collective efforts to define work limits. Questioning our faith in productivity as the ultimate measure of success, Gregg's novel analysis conveys the futility, pointlessness, and danger of seeking time management as a salve for the always-on workplace.



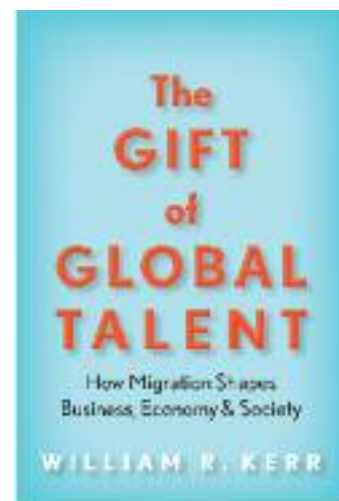
Leading Matters

Lessons from My Journey

JOHN L. HENNESSY
FOREWORD BY WALTER ISAACSON
September 2018 184pp
9781503608016 £17.99 HB
STANFORD UNIVERSITY PRESS

Current Chairman of Alphabet (Google's parent company), former President of Stanford University, and "Godfather of Silicon Valley," Hennessy shares the core elements of leadership that helped him become a successful tech entrepreneur, esteemed academic, and venerated administrator.

Hennessy's approach to leadership is laser-focused on the journey rather than the destination. Each chapter in *Leading Matters* looks at valuable elements that have shaped Hennessy's career in practice and philosophy. He discusses the pivotal role that humility, authenticity and trust, service, empathy, courage, collaboration, innovation, intellectual curiosity, storytelling, and legacy have all played in his prolific, interdisciplinary career. Hennessy takes these elements and applies them to instructive stories, such as his encounters with other Silicon Valley leaders including Jim Clark, founder of Netscape; Condoleezza Rice, former U.S. Secretary of State and Stanford provost; John Arrillaga, one of the most successful Silicon Valley commercial real estate developers; and Phil Knight, founder of Nike and philanthropist with whom Hennessy cofounded Knight-Hennessy Scholars at Stanford University.



The Gift of Global Talent

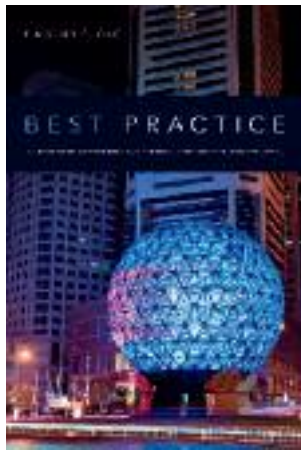
How Migration Shapes Business, Economy & Society

WILLIAM KERR
OCTOBER 2018 248PP
9781503605022 £20.99 HB
STANFORD UNIVERSITY PRESS

Examining popular ideas that have taken hold and synthesizing rigorous research across fields such as entrepreneurship and innovation, regional advantage, and economic policy, Kerr gives voice to data and ideas that should drive the next wave of policy and business practice. Kerr deftly transports readers from joyous celebrations at the Nobel Prize ceremony to angry airport protests against the Trump administration's travel ban. It explores why talented migration drives the knowledge economy, how universities and firms govern skilled admissions, explains the controversies of the H-1B visa used by firms like Google and Apple, and discusses the economic inequalities and superstar firms that global talent flows produce. The United States has been the steward of a global gift, and this book explains the huge leadership decision it now faces and how it can become even more competitive for attracting tomorrow's talent.

Books are stocked at Marston. Call +44 (0)1235 465500

Order online @www.combinedacademic.co.uk

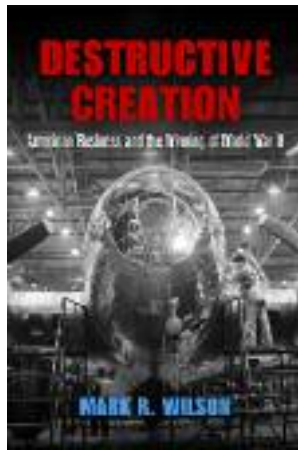


Best Practice

Management Consulting and the Ethics of Financialization in China

KIMBERLY CHONG
November 2018 272pp
9781478000884 £19.99 PB
9781478000693 £76.00 HB
DUKE UNIVERSITY PRESS

Providing insight into how global management consultancies refashion Chinese state-owned enterprises in preparation for stock market flotation, Chong demonstrates both the dynamic, fragmented character of financialization and the ways in which Chinese state capitalism enables this process.



Destructive Creation

American Business and the Winning of World War II

MARK R. WILSON
American Business, Politics, and Society
October 2018 392pp 11 illus.
9780812224313 £20.99 NIP
UNIVERSITY OF PENNSYLVANIA PRESS

Based on new research in business and military archives, Destructive Creation shows that the enormous mobilization effort relied not only on the capacities of private companies but also on massive public investment and robust government regulation.



Jacket image forthcoming

Investing in Financial Research

A Decision-Making System for Better Results

CHERYL STRAUSS EINHORN
AREA Method Publications
January 2019 186pp 2 b&w halftones, 13 b&w line drawings, 4 charts
9781501732751 £22.99 PB
9781501730948 £73.00 HB
CORNELL UNIVERSITY PRESS

A guidebook for conducting financial investigations, laying out the AREA Method -- a research and decision-making system that controls for bias, focuses on the incentives of others and expands knowledge while improving judgement -- and applies it to financial sleuthing from investment analysis to investigative journalism.



Research Universities and the Public Good

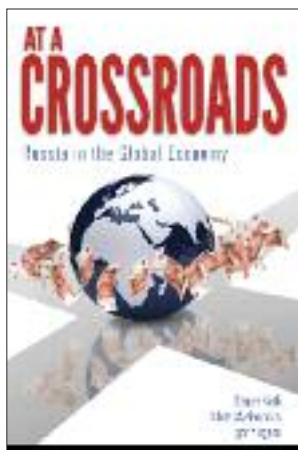
Discovery for an Uncertain Future

JASON OWEN-SMITH
Innovation and Technology in the World Economy
September 2018 232pp
9781503601949 £26.99 HB
STANFORD UNIVERSITY PRESS

Offers a unique view of how universities work, what their purpose is, and why they are important, demonstrating that research institutions simultaneously act as sources of new knowledge, anchors for regional and national communities, and hubs that connect disparate parts of society.



Jacket image forthcoming



At a Crossroads

Russia in the Global Economy

SERGEI KULIK, NIKITA MASLENNIKOV & IGOR YURGENS
November 2018 224pp
9781928096771 £24.99 PB
9781928096764 £84.00 HB
MCGILL-QUEEN'S UNIVERSITY PRESS

Though Russia actively participates in the globalization process, it is confronting greater economic, technological, structural and institutional problems than other countries. The nation now stands at the crossroads of either overcoming or exacerbating these current challenges. The book explores the possibilities for Russian economic development given current global circumstances.



Beggar Thy Neighbor

A History of Usury and Debt

CHARLES R. GEISST
October 2018 400pp 6 illus.
9780812224269 £22.99 NIP
UNIVERSITY OF PENNSYLVANIA PRESS
Financial historian Charles R. Geisst tracks the changing perceptions of usury and debt from the time of Cicero to the most recent financial crises. This comprehensive economic history looks at humanity's attempts to curb the abuse of debt while reaping the benefits of credit.



Jacket image forthcoming

Strong Governments, Precarious Workers

Labor Market Policy in the Era of Liberalization

PHILIP RATHGEB
December 2018 234pp 15 charts
9781501730580 £42.00 HB
CORNELL UNIVERSITY PRESS

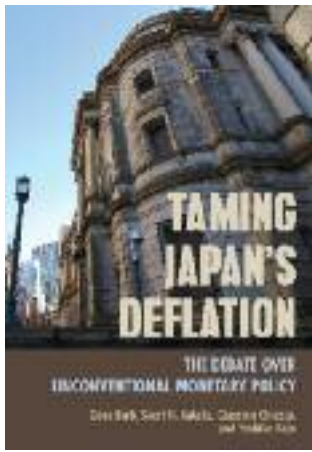
Calls into question the electoral responsiveness of national governments—and thus political parties—to the social needs of an increasingly numerous group of precarious workers. Rathgeb concludes that the weaker the capacity of organized labor to enhance the social protection of precarious workers.

Economics

Are Markets Moral?

EDITED BY **ARTHUR MELZER & STEVEN KAUTZ**
September 2018 264pp
9780812250527 £38.00 HB
UNIVERSITY OF PENNSYLVANIA PRESS

Within these original essays lies the question: does morality demand that we adopt a primarily supportive or critical stance toward capitalism? Some contributors suggest that the principles of the capitalist system may be at odds with the requirements of morality, while others wonder whether the workings of markets erode moral character.



Taming Japan's Deflation

The Debate over Unconventional Monetary Policy

GENE PARK, SAORI KATADA, SAORI N. KATADA, GIACOMO CHIOZZA & YOSHIKO KOJO

Cornell Studies in Money
November 2018 252pp 3 b&w line drawings, 13 charts
9781501728174 £35.00 HB
CORNELL UNIVERSITY PRESS

Explores how the Bank of Japan's resistance to bold policy ideas stemmed from entrenched hostility to activist monetary policy. The authors explain how these ideas evolved over the BOJ's long history and gained dominance due to the closed nature of the policy network.

The Time of Money

LISA ADKINS

Currencies: New Thinking for Financial Times

September 2018 232pp
9781503607101 £18.99 PB
9781503606265 £65.00 HB
STANFORD UNIVERSITY PRESS

Makes the case that the concept of speculation should not be restricted to the financial sphere. Replacing a logic of extraction, speculation changes our relationship to time and organizes our social worlds to maximize the productive capacities of populations around flows of money for finance capital.



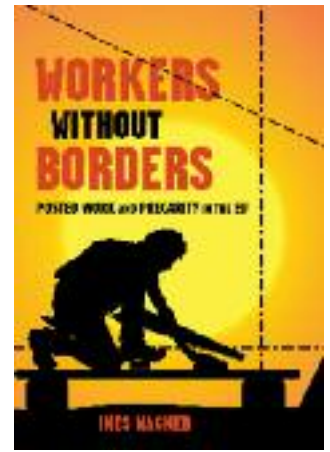
The Venture Capital State

The Silicon Valley Model in East Asia

ROBYN KLINGLER-VIDRA

Cornell Studies in Political Economy
September 2018 210pp 5 charts
9781501723377 £38.00 HB
CORNELL UNIVERSITY PRESS

Silicon Valley has become shorthand for a globally acclaimed way to unleash the creative potential of venture capital, supporting innovation and creating jobs. Robyn Klingler-Vidra traces how and why different states have adopted distinct versions of the Silicon Valley model.



Workers without Borders

Posted Work and Precarity in the EU

INES WAGNER

November 2018 176pp
9781501729157 £38.00 HB
CORNELL UNIVERSITY PRESS

Wagner examines the particularities of posted worker dynamics at the workplace level, in German meatpacking facilities and on construction sites, to reveal the problems and promises of European Union governance as regulating social justice.



Recent highlights...

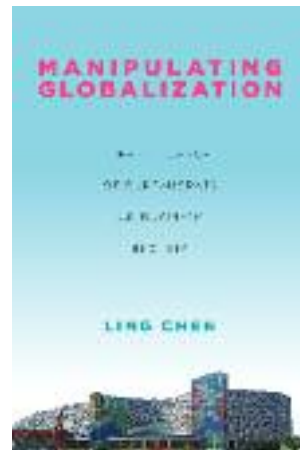
Can Business Save the Earth?

Innovating our Way to Sustainability

MICHAEL LENOX & AARON CHATTERJI
MAY 2018 200PP

9780804790994 £22.99 HB
STANFORD UNIVERSITY PRESS

This book outlines how and the extent to which business can serve as a driver of green growth. Lenox and Chatterji identify where economic incentives currently exist, or could exist with institutional change, and ultimately address the larger question of how far well-coordinated efforts can take us in addressing the current environmental crisis.



Manipulating Globalization

The Influence of Bureaucrats on Business in China

LING CHEN

Studies of the Walter H. Shorenstein Asia-Pacific Research Center
May 2018 240pp
9781503604797 £38.00 HB
STANFORD UNIVERSITY PRESS

Chen advances a new theory of economic policies in authoritarian regimes and informs debates about the nature of Chinese capitalism. Her findings shed light on state-led development and coalition formation in other emerging economies that comprise the new "globalized" generation.



Organizational Transformation

How to Achieve It, One Person at a Time

BRUCE AVOLIO

June 2018 216pp
9780804797931 £26.99 HB
STANFORD UNIVERSITY PRESS

It is estimated that seventy percent of organizations fail in their attempts to implement transformative change. This book will help lessen that rate. Using real-world examples, Avolio maps four states of change that any organization must go through: identifying and recognizing, initiating, emerging and impending, and institutionalizing new ways of operating.



Peer Coaching at Work

Principles and Practices

POLLY PARKER, DOUGLAS T. (TIM)

HALL, KATHY E. KRAM

& ILENE C. WASSERMAN

March 2018 184pp
9780804797092 £20.99 HB
STANFORD UNIVERSITY PRESS

Peer coaching is an undervalued workhorse. It's effective, inexpensive, widely applicable, and relatively easy to implement. Many coaches consider it to be the next wave in professional development. This book draws on research and practice to deliver a hands-on guide to this powerful relational learning technique.



Risk and Ruin

Enron and the Culture of American Capitalism

GAVIN BENKE

American Business, Politics, and Society
May 2018 272pp 14 illus.

9780812250206 £26.99 HB

UNIVERSITY OF PENNSYLVANIA PRESS

Places Enron's fall within the larger history of late twentieth-century American capitalism, arguing that it was emblematic of economic transitions that characterized the era. Benke, through deep archival research, paints a vivid contextual backdrop for this most infamous of business disasters.



The Agenda Mover

When Your Good Idea Is Not Enough

SAMUEL B. BACHARACH

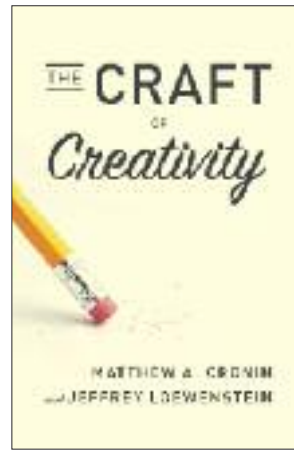
The Pragmatic Leadership Series

July 2018 186pp

9781501725081 £13.99 NIP

CORNELL UNIVERSITY PRESS

Organizations, institutions, and individuals get stuck in spite of their innovative ideas and ambitious agendas. Never has the timing been better for a book that delineates the exact political and managerial skills leaders need to move agendas forward. Based on the premise that leadership competencies and skills can be learned, this book provides you with the political and managerial leadership skills necessary to achieve results.



The Craft of Creativity

MATTHEW A. CRONIN

& JEFFREY LOEWENSTEIN

April 2018 280pp

9781503605077 £22.99 PB

9780804787376 £69.00 HB

STANFORD UNIVERSITY PRESS

Drawing on a wide range of scholarship, their own research, and interviews with professionals and learners who employ creativity in the arts, engineering, business, and more, Cronin and Loewenstein argue that creativity is a cognitive process that hinges on changing one's perspective.



The Future of Tech Is Female

How to Achieve Gender Diversity

DOUGLAS M. BRANSON

July 2018 336pp

9781479875177 £22.99 HB

NEW YORK UNIVERSITY PRESS

Drawing upon 15 years of experience in the field, Branson traces the history of women in the information technology industry in order to identify solutions for the issues facing women today. An invaluable resource for anyone invested in gender equality in corporate governance.



The Green Bundle

Pairing the Market with the Planet

MAGALI A. DELMAS & DAVID COLGAN

July 2018 304pp

9781503606418 £22.99 PB

9781503600867 £69.00 HB

STANFORD UNIVERSITY PRESS

Combining insights from sustainable business and behavioral economics, Delmas and Colgan show managers how to lead buyers from information to action. If you are looking to win over the convenient consumer or understand how companies can create the next tipping point in green consumption, this is the research-based, practical guide for you.



Transforming the Clunky Organization

Pragmatic Leadership Skills for Breaking Inertia

SAMUEL B. BACHARACH

The Pragmatic Leadership Series

July 2018 pp 9 b&w halftones

9781501710032 £13.99 PB

CORNELL UNIVERSITY PRESS

This book offers a roadmap for individual leaders at all levels to create the agility and synergy needed for the continuous organized flow of information and the movement of ideas. This book provides the keys for necessary behaviors that allow leaders to successfully break inertia and foster agility.



Discreet Power

How the World Economic Forum

Shapes Market Agendas

CHRISTINA GARSTEN

& ADRIENNE SÖRBOM

STANFORD UNIVERSITY PRESS

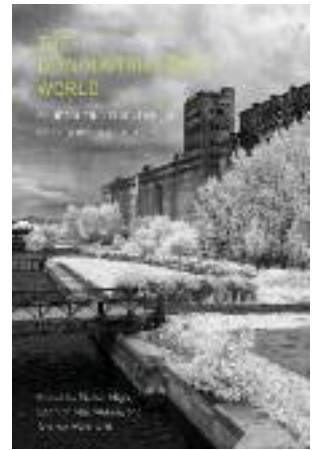
June 2018 272pp

9781503606043 £18.99 PB

9780804794145 £69.00 HB

STANFORD UNIVERSITY PRESS

Garsten and Sörbom undertake an ethnographic study of the World Economic Forum (WEF). Granted access to one of the primary agenda-setting organizations of our day, they draw on interviews and participant observation to examine how the WEF wields its influence.



The Deindustrialized World

Confronting Ruination in

Postindustrial Places

EDITED BY STEVEN HIGH,

LACHLAN MACKINNON

& ANDREW PERCHARD

March 2018 388pp 23 photos, 13 tables

9780774834940 £28.99 NIP

UBC PRESS

Since the 1970s, the closure of mines, mills, and factories has marked a rupture in working-class lives. This book interrogates the process of industrial ruination, from the first impact of layoffs in metropolitan cities, suburban areas, and single-industry towns to the shock waves that rippled outward, affecting entire regions, countries, and beyond.