

Recent Books on Business - December 2001

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Are You A Maverick?
Author : Khoo Kheng-Hor

Find out if you have what it takes to be a maverick; if not. learn to work with one. This book is primarily written for mavericks - those persons who have the tendency to refuse to abide by the policies or views of a group. This book offers useful insights into the nature of mavericks, the problems they are likely to face and how they could go about living out their maverick lifestyle without getting into serious trouble.

Pub : Pelanduk Publications, Malaysia Year : 2001 Bib : 143pp PB ISBN : 9679787532 Price : US\$ 12.00

Banking Securities in Malaysia - A Handbook for Bankers, Senior Executives, Businessmen & Lawyers
Author : Ong Kok Bin

This revised edition highlights some of the practical aspects and fundamental principles of security documentation by delving into the legal implications of modern security documents, their enforcement and the pitfalls to avoid. This book covers: - land system in Malaysia - fundamental principles of security documentation - legal implications of modern security documents - their enforcement - the pit-falls to avoid Highly educational, this latest edition demands reading.

Pub : Pelanduk Publications, Malaysia Year : 2001 Bib : 184pp PB ISBN : 9679784738 Price : US\$ 18.00

Investing in KLSE Stocks and Futures with Japanese Candlestick Charting Techniques
Author : Fred K.H. Tam

Fred Tam's book is a must-read for every Malaysian investor who is trading or intending to trade in the Malaysian stock market. Our market has a peculiar tendency to rise and fall in cycles of between 5-20 days and nothing can match the Japanese candlestick technique in spotting market turning points. This technique has been in use in Malaysia since the 1970s but no one has attempted to document it in a book until Tam came along. I appreciate very much his tireless dedication, hard work and effort in producing this book.

The chartists have many tools and techniques for the financial markets. However, Tam is a pioneer in exploring and applying the Japanese candlestick ideology into the pattern of Malaysian stock market behaviours since 1970. The Malaysian stock

market had been very volatile and extreme. Perhaps, Japanese candlestick techniques as strongly advocated by him could be of good use to the chartist to forecast market trends. - by Dr PHS Lim, President, Malaysian Investor Association. As a Japanese futures brokerage house, we are very proud that Fred Tam has chosen to write about the Japanese candlestick technique for his third book. This 300-year-old technique has been brought down from generation to generation of traders and is still very much in use in Japan today. Tam's book is comprehensive and is a valuable guide for those who wish to invest or trade in both the futures and the stock markets. By Hishinuma, Director, Okachi (M) Sdn Bhd.

Pub : Pelanduk Publications, Malaysia Year : 2001 Bib : 270pp PB ISBN : 9679787826 Price : US\$ 55.00

Malaysian Management Cases
Edited by Maheswari Kandasamy

This book is the first volume of management caselets developed in a caselet writing workshop by the Case Writer's Association of Malaysia (CWAM). This is an invaluable tool for those involved in training, education and development.

Pub : Pelanduk Publications, Malaysia Year : 1999 ISBN : 9679786757 Price : US\$ 99.00

Mindful Challenges Towards Peak Performance
Author : Poh Teck Lim

Pub : Pelanduk Publications, Malaysia Year : 2000 Bib : 178pp PB ISBN : 9679787249 Price : US\$ 18.00

Reengineering the Public Service - Leadership & Change in an Electronic Age (Hardcover)
Edited by Muhammad Rais Abdul Karim

This book is about the many public sector reform initiatives that have been undertaken in the Malaysia public sector over the last two decades covering not only a mere record of the administrative reforms that have been implemented but also contains the views of public administration practitioners in Malaysia about a whole range of issues that they have had to deal with in adopting and implementing reforms in the public sector.

Pub : Pelanduk Publications, Malaysia Year : 1999 Bib : 404pp HB ISBN : 9679787052 Price : US\$ 35.00

Reader-Friendly Strategic Management
Author : Khoo Kheng-Hor & Nigel Munro-Smith

Whether you are a student, a businessman or a corporate executive, you will find this book totally different from the usual strategic management textbooks. The size itself is an encouragement from the usual voluminous textbooks. But more importantly, the authors have demystified the subject of strategic management by offering clear explanations in an easy-to-read-and-understand manner.

Pub : Pelanduk Publications, Malaysia Year : 1999 Bib : 184pp PB ISBN : 9679786730 Price : US\$ 13.00

Recession: Seizing the Opportunities - How to emerge a winner in bad times
Author : Ong Kok Bin

This book discusses the Asian economic meltdown, the prognosis of the meltdown, the lessons to be learnt, its inherent risks and the hidden opportunities. It is essential reading for anyone who wants to survive and thrive in the current economic crises, to reshape his destiny and to rewrite his own history.

Pub : Pelanduk Publications, Malaysia Year : 1999 Bib : 116pp PB ISBN : 9679786501 Price : US\$ 10.00

Releasing Trapped Mind
Author : Victor S.L. Tan

The greatest waste in human resource is the trapped minds in organisations. A trapped mind is unable to adapt, change and grow. It stifles the capability and resourcefulness of a person. It is neither imaginative nor creative. It is retrogressive, not progressive. It cannot innovate and come up with new solutions. Releasing Trapped Minds is certainly imperative for leaders and executives who want their organisations to be progressive and successful. This book provides a detailed guide on how to get the best out of people and how to release trapped minds to improve the productivity and profitability of organisations. It explains at great lengths on: How to open minds and win commitment; How to overcome adversity; How to create opportunities; How to motivate people; and How to lead with excellence.

Pub : Pelanduk Publications, Malaysia Year : 2000 Bib : 184pp PB ISBN : 9679787125 Price : US\$ 16.00

Rightsizing The Malaysian Organisation - Strategies & Implementation
Author : K. Rajkumar

This book offers detailed analysis and invaluable suggestions on various rightsizing strategies: forced termination, voluntary retirement (the golden handshake), pay reduction, work week reduction, unpaid leave and freeze on hiring. The discussions on deployment of staff as external consultants and outplacement should be particularly beneficial to human resource practitioners as well as organisational leaders. This book has also been endorsed by the Malaysian Institute of Human Resource Management and highly recommended by Haji Zulkify Baharom - the President of MIHRM.

Pub : Pelanduk Publications, Malaysia Year : 2000 Bib : 152pp PB ISBN : 9679787494 Price : US\$ 16.00

Surviving in Times of Crisis
Author : Khoo Kheng-Hor

This book explains how you can apply Sun Tzu's principles to develop the essential strategic or creative mindset to come up with winning strategies that will set you apart from the rest of the pack. Whether in good or bad times, the 2,500-year-old military treatise can be counted on to make you a winner. To secure victory you

must learn to manage yourself besides managing others, and always remember the people who matter most in your continued success: your customers, suppliers and employees.

Pub : Pelanduk Publications, Malaysia Year : 2001 Bib : 140pp PB ISBN : 967978634x
Price : US\$ 16.00

The Way of the Samurai for Millennium Executives
Author : Khoo Kheng-Hor

This book shows you how the Japanese spirit of Bushido can cultivate a strategic mind and be reproduced in a corporate culture of stagnation to attain corporate success. And what works for the Japanese as they struggle to get their economy back into shape will also benefit other executives as a new millennium approaches.

Pub : Pelanduk Publications, Malaysia Year : 1999 Bib : 150pp PB ISBN : 9679786722 Price : US\$ 16.00

Winning Strategies - Applying Ancient Chinese Wisdom in Business and Management
Author : Khoo Kheng-Hor

Dating back thousands of years, China's ancient civilization with its rich cultural tradition is a treasure trove that contains a vast storage of inspirational 'gems'. Expressed and written in an almost timeless language, they reflect many disparate intellectual thoughts that are not only valued in the days of the old but are also treasured today for their practical wisdom in contemporary society. These 'gems' include philosophical works such as the Analects of Confucius, Lao Zi's Dao Dejing, etc., and military treatises such as Sun Zi's Art of War, Wu Qi's Wu Zi (Master Wu's Writings), Sima Fa (Methods of War Minister)...

Pub : Pelanduk Publications, Malaysia Year : 2000 Bib : 172pp PB ISBN : 9679787265 Price : US\$ 15.00

Electronic Commerce - Management, Economics, Marketing & Technology
Author : Thomas O'Daniel

This book presents a model that will allow readers to analyse various electronic commerce ventures quickly and comprehensively. Grounded in generally accepted models of commerce and application of technology, each of the value-added roles within the world of electronic commerce is carefully identified and described. Not limited to an academic analysis, this book deals thoroughly with the relevant economic, technological and management issues.

Pub : Pelanduk Publications, Malaysia Year : 2000 Bib : 264pp PB ISBN : 9679787206 Price : US\$ 20.00

Ethics in Business and Management- Islamic and Mainstream Approaches
Edited by Khaliq Ahmad Mohd Israil & AbulHassan M. Sadeq

How can we seek to sustain real Islamic values in a world of rapid and traumatic changes, without holding up modernisation and development? This is the important question which this book attempts to address.

This book deals with the Islamic ethical system in economic behaviour, and touches upon the various issues confronting business today. Besides discussing business ethics and the social responsibility of businessmen from both the conventional and Islamic viewpoints, this book also explores the possible dimension of ethical behaviour in management. Due emphasis is also given to the role of leadership from both the conventional and Islamic perspectives, and discussions on the value-charged leadership which presupposes an Islamic leadership are also presented.

A comparative and complementary approach in its presentation enables the generation of thought-provoking issues. This would pave the way for a more effective and humane set of ethics in business and management.

Khaliq Ahmad Mohd Israil is Deputy Dean of the Research Centre at the International Islamic University Malaysia. Abulhassan M. Sadeq is Professor of economics and Dean of the Research Centre at the International Islamic University Malaysia.

Pub : Asean Academic Press, London Year : 2001 Bib : 22cm HB ISBN : 190191917x Price : US\$ 88.00

Rural Marketing : Targeting the non-urban consumer

Author : Sanal kumar velayudhan

Using short cases, the author illustrates how social and cultural habits influence the purchase and use behaviour of village consumers. He advocates a novel approach to promotion and marketing, which would help marketers gain a share of the retail shelf space in rural areas. Practical and informative this book is the first to systematically organize the different elements of rural marketing into a cohesive framework. It is thus directly relevant to decision-making and will be enormously useful to marketing and management professionals, as well as to students of rural marketing and MBA course.

Pub : Response Books, New Delhi Year : 2002 ISBN : 8178290510 (Pb) Bib : 22cm,196pp, Includes bibliography
Price: US\$ 7.00

The nine managerial styles of the Enneagram

Author : P.T.Joseph

Using the nine personality profiles of the Enneagram, an ancient Greek psychological process tool, this unusual and insightful book demonstrates how personality and behavioural traits influence managerial styles and strategies. Professor Joseph identifies nine distinct managerial styles and shows how each type has a specific viewpoint or belief structure, which determines what is important to that individual and how he or she interacts with others in the work place.

Ten managerial competencies have been identified; namely : leadership, strategy building abilities, decision-making and change management skills, delegation, communication, negotiation, conflict management, teamwork and the ability to influence others.

The author describes how each managerial type behaves in periods of both stress and security and performs on the ten competencies. While asserting that productivity is dependent on the quality of relationship between departments, co-workers and subordinates, the book endorses a total person approach to motivated self-improvement, which encourages professional development and effectiveness.

This easy to read and lucid exposition of Enneagram typology will be particularly useful for practising managers and consultants concerned with human resource management and organization development. Students and teachers of psychology leadership and motivation organizational behaviour and decision making will also find it of considerable interest.

Pub: Response Books, New Delhi Year : 2002 ISBN : 8178290529 (Pb)
Bib : 22cm, 375pp, Includes bibliographical references and Index Price : US\$ 11.00

360 Degree feedback and Performance Management system
Edited by : T.V.Rao

This book has a comprehensive coverage of 360 degree feedback, performance management system, linking 360 degree feedback with performance management and finally pay strategies. The primary objective of TVRLS in compiling this book is to encourage more indigenous innovations and enhance learning through mutual sharing.

Pub: Excel Books, New Delhi Year : 2001 ISBN: 8174462066 (Pb) Bib : 264pp,
140x215mm
Price : US\$ 7.00

Synergising HRD Interventions
Edited by : Ajay Singh

Business organisations in India, specially public enterprises, are experiencing winds of change. Globalisation of Indian economy is compelling organisations to rethink their future strategies. This publication captures the themes of Changing Business Scenario and HRD Challenges, Organisational Transformation and Restructuring, Managing Performance and Productivity Enhancement, Managing Diversity, Developing Learning and Training Capabilities and Aligning HRD to Business.

Business organizations, management professionals, practitioners of HRM and those interested in the subject would benefit from the wealth of information and ideas in this volume.

Pub: Excel Books, New Delhi Year : 2001 ISBN: 8174462473 (Pb) Bib : 170pp,
140x210mm Price : US\$ 5.00

Trade Union Challenges at the beginning of the 21st century
Edited by : C.S. Venkata Ratnam, Pravin Sinha

The book provides diverse perspectives on trade union challenges at the beginning of the 21st century. It addresses the need for redefining industrial relations and brings out the conflict between collective bargaining and worker's participation. It also explains the role of international trade union secretariats, the relations between Non-Government Organisations (NGOs) and Trade Unions, the problem of enforcing

minimum wage laws, trade union perspectives on disinvestments and provide useful insights for trade unions at a time when there is a need for networking on global scale.

The text has the liberalization of Indian economy as its backdrop. It contains papers by prominent persons. It covers issues of national and international ramifications. The publication is jointly edited by Dr. C S Venkata Ratnam of the International Management Institute, New Delhi and Dr Pravin Sinha of the Friedrich Ebert Stiftung, New Delhi.

Pub: Excel Books, New Delhi Year : 2001 ISBN: 8174462341 (Pb) Bib : 270pp
140x215mm Price : US\$ 7.00

Foundation of Success
Author : Subhash Jagota

The will to win, the desire to succeed, the urge to reach your full potential is the first step towards your success. This book shares how people can find fulfillment in their family, their work, their community and their faith. Goal Setting is the most important, powerful and fundamental step towards the road to success. This book also covers Scoring High by Goal Setting, Setting Goals-The Family Way, Listing of Dream Goals, Eliminating Stress for Success and exploiting one's potential.

Pub: Excel Books, New Delhi Year : 2001 ISBN: 8174462392 (Pb) Bib : 110pp
22cm Price : US\$ 5.00

Globalization Flexibility and Competitiveness : A Technology Management Perspectives
Edited by : Sushil and K.Momaya

Series : Flexible Systems Management Series

The process of globalization has created waves of change, leading to higher adaptiveness and responsiveness on the part of industry. Flexibility at various levels of management has emerged as a key factor for global competitiveness. From a strategic viewpoint, Technology Management covering various facets of the life cycle generates flexibility and competitiveness, thereby facilitating the process of globalization. There are thirty-two chapters in the book dealing with diverse aspects of globalization, flexibility and competitiveness from a technology management perspective. These chapters are organized in five parts

Part 1 : on "Globalization and Competitiveness" covers the issues such as global or international competitiveness, technological competitiveness, core competence, technology led globalization and transition from closed market to world-class.

Part 2 : on "Strategic Technology Management" deals with the important issues in strategic technology management such as collaborations, technology transfer, information systems planning, ethos in technology management and typical experience.

Part 3 : on "Management of Innovation and R&D" deals with some important issues such as concurrent engineering, technology upgradation, ergonomics, university-industry R&D synergy and a sectoral experience.

Part 4 : on "Business Aspects of Technology Management" deals with interfacing business and management issues such as technology financing, commercialization of new technology, technology marketing, information economy, technology prioritization, cross cultural teams and quality grid.

Part 5 : on "Flexibility and Strategy" covers some specific concerns of flexibility and strategy such as flexibility in technology management, integrated manufacturing strategies, evaluating technological options, process flexibility and productivity, flexible systems methodology and complexity and chaos.

The book is the third volume in the "Flexible Systems Management Series" and is intended to provide a good collection of readings on the theme of globalization, flexibility and competitiveness in general and technology management as an aid to this in particular.

Pub: Vikas Publishing House Pvt. Ltd., New Delhi Year : 2001
ISBN: 8125911069 (Hb) Bib : xvii,459pp, 25cm, Inc. Subject Index, Organisation
Index & Author Index Price : US\$ 25.00

Managing Indian Brands: Marketing Concepts and Strategies
Author: Ramesh Kumar, S

This book offers a conceptual insight into the vital linkages between concepts and strategies which revolve around brands and marketing concept in the back-drop of Indian marketing reality, keeping in view the radical changes brought in after liberalization and the scenario with the entry of multinational corporations.

Pub: Vikas Publishing House, New Delhi Year: 2001 ISBN:
8125909370
xiv, 487pp, crown quarto, references, index
Price: US\$ 25.00

Management in the 21st Century
Author: K. Narindar Jetli

Pub: New Century Publications, New Delhi Year: 2002 ISBN:
8177080164 (Hb)
Bib : xvi,256pp Price : US\$ 16.00

Management of Venture Capital in India
Author: Neel Kant Sharma

Pub: New Century Publications, New Delhi Year: 2002 ISBN:
8177080210 (Hb)
Bib : 320pp Price: US\$ 19.50

WTO - A Threat or an Opportunity?
Author : Dr. B.R. Sabade

Pub : Centre for Business & Industry, Pune Year : 2001 Bib : 125pp PB Price : US\$
10.00

A Decade of Trade Liberalization in India
Editor : K. Padmanabhan

Pub : Indian Institute of Public Administration, Tirupattur Local Branch Year : 2001
ISBN : 8187884010 Bib : PB 216pp Price : US\$ 10.00
