

Recent Books of Business – January 2008

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John L. Gokongwei Jr : The Path of Entrepreneurship / Marites A Khanser
Quezon City : The Loyola Schools, Ateneo de Manila University, 2007
348p.; 23cm.
971-0358-15-1 (PB)
\$ 25.00

CEO Business Fables / Jeong, Kwang- Ho ; Translated by Sinae Hong, John Sibley
Quezon City : New Day Publishers, c2007
Translated from Korean
Ix, 114p.
971-10-1174-1
\$ 16.00

Blue way : Ateneo Graduate School of Business : Case Studies on
Leadership, Strategy and Ethics / (Ed) Joseph I.B. Gonzales, Jonathan Chua
Pasig City : Anvil Publishing Inc., c2007
Xii, 357p.
Includes Index
978-971-27-1932-5
\$ 24.95

Enhancing Quality Customer Service for Micro, Small and Medium Enterprises / Virgel
C. Bingham
Antipolo City, Rizal, Philippines: VCB Research & Publications, 2007
Ix, 156p.
Includes Index
978-971-93360-2-0
\$ 16.00

Leading Philippine Organizations in a Changing World : Research and Best Practices
/ (Ed) Ma. Regina M. Hechanova, Edna P. Franco
Quezon City : Ateneo de Manila University, 2008
Xii, 222p.
Includes Index
978-971-550-536-9

1. Personnel management – Philippines
2. Personnel management – Research – Philippines
3. Leadership – Philippines
4. Industrial Management – Philippines

\$ 16.00

Learning from small Businesses : A Case Book / SERDEF
Pasig City : Anvil Publishing Inc., 2007
X, 200p.
978-971-27-1907-3
\$ 25.00

This book comprehensively uses business cases from the Philippines.

Introduction to Entrepreneurship : Success Stories of Filipino Entrepreneurs /
Association of Filipino Franchisers, Inc
Quezon City : Anvil Publishing Inc, 2007
Xii, 184p.
978-971-27-1929-5
\$ 22.00

Art of Success : Learning through Great Conquerors from Julius Caesar to Genghis
Khan / Kim Hoo ; translated by Sun-Ae Hwang and Horace Jeffrey Hodges
Quezon City : New Day Publishers, c2007
Xi, 236p.
971-10-1170-3
1. Success
2. Conquerors
3. Success – Psychological Aspects
\$ 18.00

The Risk Factor : A Guide to the Hazards of doing Business in China /
Hong Kong : China Economic Review Publishing, 2007
99p.
988-99633-6-1
\$ 12.50

China CEO : A Case study for Business Leaders in China / Juan Antonio Fernandez,
Shengjun Liu
Singapore : John Wiley & Sons (Asia) Pte Ltd., 2007
Xviii, 286p.
Includes Index
9780470822241
\$ 26.00

Mediavone's Hong Kong's most valuable Companies 2007
Hong Kong : Media Zone, 2007
1v.
988-9878615
Captains of Industry : People and Companies devoted to raising the bar – Investing
in quality and contributing to the growth of Hong Kong
\$ 100.00

The Future of Business in Hong Kong – Collector's Edition
Hong Kong : Mediavone Publishing, 2007
1v.
9789889878627
\$ 100.00

Cases on International Business and Finance in Japanese Corporations / Mitsuru Misawa
Hong Kong : Hong Kong University Press, 2007
Xiii,174p. Includes Index
978-962-209-891-6
\$ 29.95

As one of very few casebooks written in English on Japanese corporations, this volume offers valuable insights into Japan's unique business culture and is essential reading for both executives and students. The companies studied in this volume include:

* Tokyo Disneyland * DisneySea Park * Daiwa Bank * Fuji Television Network Inc.
* Livedoor Co. * Nippon Broadcasting System Inc. * Nireco Corporation
* Ina Food Industry * OSG Corporation * Bank of Japan

Malaysia : ASEAN's Premier Market
Hong Kong : Hong Kong Trade Development Council, 2007
57p.
\$ 15.00

Vietnam : A New Dynamo in Southeast Asia
Hong Kong : Hong Kong Trade Development Council, 2007
79p.
\$ 15.00

Cambodia : A Small Market with manufacturing Potential
Hong Kong : Hong Kong Trade Development Council, 2007
57p.
\$ 15.00

Shenzhen-Hong Kong Technology Industry Cooperation
Hong Kong : Hong Kong Trade Development Council, 2007
Iv,54p.
\$ 15.00

Rising Consumerism of Russia's Middle Class : Opportunities for Hong Kong
Hong Kong : Hong Kong Trade Development Council, 2007
Iv, 60p.
\$ 15.00

China's Licensing Market and Hong Kong's Role
Hong Kong : Hong Kong Trade Development Council, 2007
75p.
\$ 15.00

Hong Kong's Telecommunications Story / Gertrude Layton
Hong Kong : Communications Association of Hong Kong, 2007
200p.
978-988-98162-3-0
Bilingual – Chinese – English
\$ 75.00

In seeking to provide a vivid and first hand account of developments in the telecommunications industry, this book takes a close look at the many thousands of people who worked both in front of and behind the scenes to make this Hong Kong Success story possible. The result is an interesting and informative look at the human face of Hong Kong's telecommunications, one of the world's most dynamic and competitive market leaders in the industry.

Serving with passion : Stories of established Catering Brands in Hong Kong / Enoch Yiu

Hong Kong : SCMP Book Publishing Ltd, 2007

218p.

978-962-17-9259-4

\$ 25.00

This is a collection of interviews with the leaders of the well-known Hong Kong food and Beverage companies.

Shanghai Expo / Huang Yaocheng

Singapore : Thomson Learning, 2007

Vii, 170p.

978-981-243-805-8

981-243-805-x

\$ 39.50

This is the only book on the 2010 World Expo endorsed by the Bureau of Shanghai World Expo Coordination. Comprehensive and authoritative, the book is divided into 3 parts. Part 1 reviews the history of the World Expo and analyzes China's connection with it. Part II is a focused introduction of Shanghai as an international metropolis and reveals the secret of Shanghai's successful bid to host the 2010 World Expo. Part III looks ahead to the 2010 World Expo and covers the ongoing preparations and plans.
