

## Recent Books of Business – July 2008

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Shaping Business leaders : What B-Schools Don't Do / Asha Bhandarker  
New Delhi : Response Books, 2008  
211 p. ; 18 cm.  
Includes Index.  
978-81-7829-845-0  
\$ 8.00

[Shaping Business Leaders: What B-Schools Don't Do examines the widespread impression that young professionals graduating from India's business schools are constantly job hopping, focus more on their own gains and lack entrepreneurship skills, Bhandarker reiterates that India's top B-schools have to traverse miles to achieve their self proclaimed motto of identifying and training future business leaders. They must reexamine their educational paradigm, course structure and pedagogy, and realign the competencies and disposition of their faculty.]

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Indian Petroleum Directory : With in Introductory Chapter on Petroleum Industry in India / Lakshman Singh and Anoop Tripathi  
Dehradun : Indian Petroleum Publishers, 2007  
350 p. ; ill. 29 cm.  
Includes Index to the Advertisers.  
81-900361-8-1  
\$ 175.00

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Global Strategies of CHENG HO'S Seven Voyages/ Ong Hean Tatt  
Critical Scholarly analysis of: Admiral Cheng Ho's Harmonious Globalisation  
Selangor: GUI Management Centre, 2008  
vii., 196p.; 26cm  
978-983-2816-10-2  
\$ 25.00

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Accounting/Finance Lessons of Enron : A Case Study / Harold Bierman  
Singapore : World Scientific Publishing Co. Pte. Ltd., c2008  
204p. ; 24cm.  
ISBN-13 : 9789812790309  
ISBN-10 : 9812790306  
\$ 65.00

There is a great deal of confusion regarding the factors that led to Enron's collapse. This important book addresses this problem by providing a coherent explanation of the accounting and finance problems associated with the collapse. ~~The Skilling-Lay trial, as it is related to accounting or finance issues, is critically described as well. Through its well-balanced take on events surrounding the trial, the book therefore~~  
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July 2008

enables readers to analyse the validity of the arguments offered by the U.S. Attorneys.

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Towkay Ho She Boh? : How To Become A Successful Towkay / Ah Chuan

Singapore : Rank Books,2008

121p. ; 21cm.

ISBN-13 : 9789810596385

\$ 12.00

Inspired by traditional Chinese sayings and other colloquialisms, this book dispenses wise advice on the ways in which one can become a Big Towkay, ie. a successful entrepreneur, in today's Singapore. Each chapter presents an idea and explains it in simple language, often relying on Singlish to enforce the point.

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The Future and Me: Power of the Youth Market in Asia / Yuwa Hendrick-Wong

Singapore: John Wiley & Sons (Asia), 2008

155p,; 21cm

ISBN: 9780470822081

\$ 25.00

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Strategic Sales Planning for Growth & Differentiation / Kevin Vince Fernando

Singapore : The Association for Strategy and Leadership Practitioners, 2008

153p,; 24cm

ISBN: 9789810579456

\$ 35.00

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The billion Dollar Book : Richest People on Earth share their vision, philosophy and secrets of success / compiled and edited by Yogesh Cholera

Gujarat : Wonderland Publications, c2008

299 p. : ill. ; 20 cm

978-81-906045-0-5

\$ 9.00

[The book is divided into three parts: First part includes quotes from business leaders included into the Forbes list of Billionaires 2007. Second part has quotes from the greatest business leaders from all times. And in third part rich and famous people have been included.]

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Transforming capitalism : business leadership to improve the world for everyone / Arun Maira

New Delhi : Nimby Books (An imprint of Content Services and Publishing Pvt. Ltd.), c2008

215 p. ; 24 cm

978-81-906570-0-6

\$ 15.00

Transforming Capitalism provides a collection of thought-pieces and stories to facilitate the dialogue between business managers and civil society that has become imperative. It is a field-book to assist business managers on their journey to discover their new role and develop the new management concepts they need.]

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Waiting to connect

New Delhi : LexisNexis, Butterworths, c2008

xxiii, 158 p. ; 23 cm

978-81-8038-172-0

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\$ 10.00

[IT use leads to workers being more productive and greater degrees of employment for both skilled and unskilled workers, though the ratio of skilled to unskilled labour increases with IT use. Most importantly, IT using companies pay more to workers and employees for lesser hours of work i.e. the quality of jobs is bettered with IT use. One important conjecture we could make is that IT could be perceived as a substitute for lack of resources and physical connectivity to markets. The study we undertook investigates the use of IT in Indian manufacturing units. It uses two data sets- the unit level ASI data for the years 1998-99 to 2003-04 and a specific survey carried out in 6 Indian cities.]

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Case studies on Respect : the Prime Mover / Meera Seth

New Delhi : ABP Pvt. Ltd.,

210 p. ; 30 cm

Businessworld special collectors issue

\$ 10.00

[Businessworld's special Collector's issue of case studies on respect- The prime mover elucidates on how the rush to perform, to be seen, known, and awarded has blunted all sensitivity. The angst, resilience, will power, pathos, and aspirations and the protagonists in this casebook- a compilation of 19 case studies that were published in Businessworld between November 2006 and October 2007- bring forth a stark reality: everyone wants to be a survivor in the corporate world. Perhaps this has led to callousness and disrespect for people and processes.]

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Spirituality in Management : Means Or End? / S.K. Chakraborty and Debangshu Chakraborty

New Delhi : Oxford University Press, c2008

xi, 254 p. ; 24 cm.

Includes Reference and Index.

978-0-19-569223-5

0-19-569223-3

\$ 12.50

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Ambush Marketing : Game within a Game / Arul George Scaria

New Delhi : Oxford University Press, 2008

xvii, 217 p. ; 22 cm.

Includes Bibliography and Index.

978-0-19-569307-2

0-19-569307-8

\$ 13.75

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Management Strategy for Information Technology (IT and Management Covergence) : Based on the Internationally Class-Tested Course, Conducted in China and India - With Seven Case Studies / Utpal K. Banerjee

New Delhi : Concept Publishing Company, c2008

xiv, 434 p. ; 22 cm.

Includes Index.

978-81-8069-541-4

81-8069-541-7

\$ 22.50

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Venture capital financing for biotechnology / T. Satyanarayana Chary

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Business Management & Industrial Studies –

July 2008

Page 3

New Delhi : Concept Publishing Company, c2008

216 p. ; 23 cm

Includes Bibliography and Index

978-81-8069-529-2

81-8069-529-8

1. Venture capital- India

2. Biotechnology industries- India-Finance

\$ 13.75

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