Business, Management & Labor

46-2175 HF5415 2008-17877 CIP
Barlow, Janelle. **A complaint is a gift: recovering customer loyalty when things go wrong,** by Janelle Barlow and Claus Møller. 2nd ed. Berrett-Koehler, 2008. 287p index afp ISBN 9781576755822 pbk, $19.95

Barlow (president, TMI US) and Møller (founder, TMI) continue to promote the concept advanced in the 1996 edition of their book—that eliminating complaints is not desirable. The "gift" in the title refers to the valuable feedback complaints provide. Complaints provide opportunities for service recovery (fixing the problem and hopefully keeping the customer) and for making preventive changes in the system. In this new edition, in response to feedback from readers and clients, the authors add a new section addressing complaints of a personal nature and reduce their reliance on the airline industry as a source for examples. Other changes include the addition of advice on handling Internet complaints and updates to examples and strategies. In a foreword, Tony Hsieh (CEO of Zappos.com, a business known for great customer service) endorses the authors' approach to creating a complaint-friendly organization. Although the book is rigorously researched and contains timely, extensive bibliographical notes, the tone is informal and the presentation anecdotal, making it accessible to a variety of audiences. For example, by presenting examples and citing research, the book shows that "thank you" is not enough and "inconvenience" a poor word choice. **Summing Up:** Highly recommended. ★★★ Business collections at all levels.—*E. G. Ferris, Branford Hall Career Institute*

46-2176 HF5387 2007-3772 CIP
Boatright, John R. **Ethics in finance.** 2nd ed. Blackwell Publishing, 2008. 217p bibl index afp (Foundations of business ethics, 1) ISBN 9781405155991, $79.95; ISBN 9781405156004 pbk, $31.95

What could be timelier than a book devoted to ethics in finance during a period of questionable, even scandalous, financial behavior? Ethical issues permeate financial markets, which are built on trust and the belief that the participants do the right thing. In this new edition (1st ed., CH, Nov'99, 37-1663), Boatright (Loyola Univ. Chicago) provides broad coverage of the topic, encompassing financial markets, the financial service industry, and investment decisions made by corporate personnel and individuals. Specific topics include churning of accounts, conflicts of interest, favoritism, agency issues, confidentiality, insider trading, risk disclosure, irregular trading in mutual funds, and socially responsible investing. While laws and company policies address these issues, not all possible scenarios can be covered by regulation so that the presumption exists that participants act ethically. An important section ties ethics and the "new finance" theory (e.g., the efficient market hypothesis and option pricing). Since the theory is scientific, it addresses "what is instead of what ought to be," with little emphasis on ethics. Boatright clearly explains the ethical issues but does not take a position, since it is the individual's obligation to make the ethical choice. A volume for all readers concerned with financial decision making. Extensive notes and index. **Summing Up:** Highly recommended. ★★★ All collections.—*H. Mayo, The College of New Jersey*

46-2177 HF5549 2008-10126 CIP
Brislin, Richard. **Working with cultural differences: dealing effectively with diversity in the workplace.** Praeger, 2008. 182p bibl index afp (Contributions in psychology, 51) ISBN 9780313352829, $44.95

Psychologist Brislin (management, Univ. of Hawaii) examines how to deal with cultural differences from a psychological perspective. Rather than approach the topic from a country-by-country analysis, he organizes his work by focusing on specific psychological topics such as individualism, silence, direct communication, criticism, decision making, gender differences, status, power, social norms, workplace dynamics, and interpersonal relationships. Where appropriate, he interjects "critical incidents" involving countries noted for major cultural differences; critical incidents are short stories with characters and a plot that illustrate a misunderstanding in communication. Brislin explains how these incidents could have been managed through better cultural understanding. For example, an American executive is uncomfortable when Japanese management fails to respond to a proposal. In Japan, silence is a time to think; the American executive should not imagine that the Japanese are rejecting the proposal. Patience in negotiations should be practiced. This book features readable applied psychology based on academic scholarship. Frank Acuff's *How to Negotiate Anything with Anyone around the World* (CH, Oct'08, 46-0990) provides a country-by-country analysis of major topics covered in Brislin's book. **Summing Up:** Recommended. ★★ Professors, practitioners, and students interested in international business and workplace diversity.—*G. E. Kaupins, Boise State University*

46-2178 HD2741 2007-34961 CIP
Corporate governance around the world, ed. by A. Naciri. Routledge, 2008. 407p bibl index (Routledge studies in corporate governance, 1) ISBN 9780415428743, $160.00

Corporate scandals such as the Enron collapse demonstrate the need for regulatory oversight of corporate activities and have led to the influential Sarbanes-Oxley legislation in the US. Senator Sarbanes said that "weak corporate governance procedures" played a central role in corporate malfeasance. Narciri (finance and accounting, Université du Québec à Montréal) has edited a useful collection examining corporate governance (CG) from a global perspective. It begins with an overview of key elements associated with CG processes and sketches two alternative concepts of governance. One school focuses on the nature of property rights and emphasizes the interests of shareholders in protecting their financial stake in the corporation, while the second view emphasizes social responsibility. The two succeeding essays elaborate that idea through an analysis of micro and macro theories of corporate governance. The next seven chapters are devoted to specific countries including the US, China, Japan, and Canada. An additional three chapters examine CG in "transition economies" such as those of eastern Europe; the Middle East and North Africa, including oil-producing nations; and the European Union. Because effective CG is an advantage in the global competition for financial resources, this volume is a worthy contribution to the literature on the subject. **Summing Up:** Recommended. ★★ Upper-division undergraduate through professional collections.—*R. L. Hogler, Colorado State University*

46-2179 HF3836 2007-29878 CIP
Khanna, Tarun. **Billions of entrepreneurs: how China and India are reshaping their futures—and yours.** Harvard Business School, 2008 (c2007). 353p index afp ISBN 1422103838, $29.95; ISBN 9781422103838, $29.95

This book is a superb examination of the rise of China and India, but more importantly an insightful look at how they achieved their