

Ново в Икономическата библиотека (25 – 29 юни 2012)

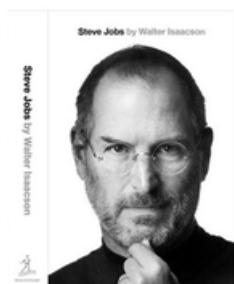
Драги читатели!

От м. юли 2012 бюлетинът „Ново в Икономическата библиотека“ ще се списва един път месечно.

Ще ни е много полезно, ако изпратите мнението си за изданието ни през тези две години, както и какво още искате да прочете и да научите.

Вашиите коментари очакваме на library@ime.bg или на [фейсбук страницата на библиотеката](#).

Нови книги в секцията „Библиотека на предприемача“



Steve Jobs

Walter Isaacson

Simon & Schuster, 2011

Based on more than forty interviews with Jobs conducted over two years—as well as interviews with more than a hundred family members, friends, adversaries, competitors, and colleagues—Walter Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing.

<http://library.ime.bg/steve-jobs/>



High Tech Start Up:

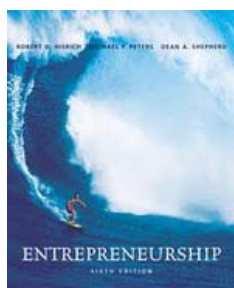
The Complete Handbook For Creating Successful New High Tech Companies

John L. Nesheim

Free Press, 2000

The phenomenal success of the initial public offerings (IPOs) of many new internet companies obscures the fact that fewer than six out of 1 million business plans submitted to venture capital firms will ever reach the IPO stage. Many fail, according to start-up expert John Nesheim, because the entrepreneurs did not have access to the invaluable lessons that come from studying the real-world venture experiences of successful companies. Now they do.

<http://library.ime.bg/high-tech-start-up/>



Entrepreneurship: Sixth Edition

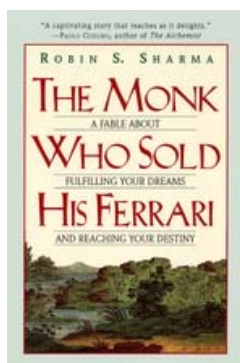
Robert Hisrich, Michael P. Peters and Dean Shepherd

Irwin/McGraw-Hill, 2005

Entrepreneurship, by Hisrich, Peters and Shepherd is intended for the undergraduate and graduate courses in entrepreneurship and has been designed

to instruct students on how to formulate, plan, and implement a new venture. Students are exposed to detailed descriptions of 'how to' embark on a new venture in a logical manner. Actual case studies and entrepreneur profiles help illustrate successful and not-so-successful ventures.

<http://library.ime.bg/entrepreneurship/>



The Monk Who Sold His Ferrari:

A Fable About Fulfilling Your Dreams and Reaching Your Destiny

Robin S. Sharma

HarperCollins Publisher, 1999

Everyone loves a good fable, and this is certainly one. The protagonist is Julian Mantle, a high-profile attorney with a whacked-out schedule and a shameful set of spiritual priorities. Of course it takes a crisis (heart attack) to give Mantle pause. And pause he does--suddenly selling all his beloved possessions to trek India in pursuit of a meaningful existence. The Himalayan gurus along the way give simple advice, such as, "What lies behind you and what lies before you is nothing compared to what lies within you." Yet it is easy to forgive the story's simplicity because each kernel of wisdom is framed to address the persistent angst of Western white-collar professionals. --Gail Hudson

<http://library.ime.bg/the-monk-who-sold-his-ferrari/>