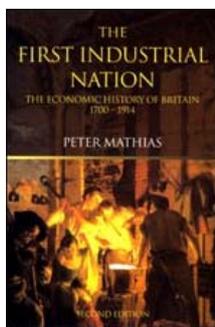


Ново в Икономическата библиотека (19-22 декември 2011)

„Историята не се повтаря, но се римува”
Марк Твен



The First Industrial Nation: The Economic History of Britain 1700-1914 Second Edition

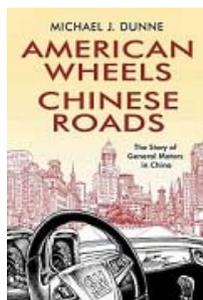
Peter Mathias

Routledge, 2001

„Remains the finest textbook of British economic history between 1700 and 1914 available to sixth-form and undergraduate students.” - Teaching History

„It should be made available to every sixth-form pupil taking an Advanced level course in the subject.” - Economics

<http://library.ime.bg/the-first-industrial-nation-the-economic-history-of-britain-1700-1914/>



American Wheels, Chinese Roads: The Story of General Motors in China

Michael J. Dunne

John Wiley & Sons (Asia), 2011

Who knew that the infighting among fiefdoms within General Motors was topped only by the economic tug-of-war between China's central and regional governments? Well, Michael Dunne knew. China and GM created mutual automotive prosperity almost despite themselves and here is the story, rich with hilarious anecdotes and surprising insights. This book is essential reading, and fun reading, for anyone interested in modern China or international business.

-Paul Ingrassia, Pulitzer prize winning author and Deputy Editor-in-Chief, Reuters News

<http://library.ime.bg/american-wheels-chinese-roads/>



В сянката на финансовата криза

Петер Алтмикс (съставител)

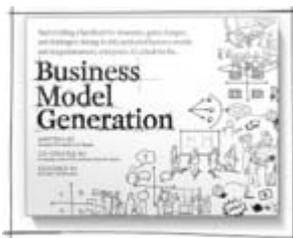
СиВас Консултинг, 2011

„Валутна конкуренция принципно е възможно. Хората определено са в състояние да боравят паралелно с няколко валути, ако осъзнаят предимствата, например ако някоя друга валута предлага по-голяма стабилност на стойността, отколкото националната. Така например в много страни от Източна и Югоизточна Европа години наред германската марка и американският долар служеха като паралелна валута и едва благодарение на тях спестяването изобщо стана възможно. Настоящата финансова криза следва да се използва за структурно-политическо осъзнаване и обрат.” - д-р Петер Алтмикс

Българското издание на книгата „В сянката на финансовата криза“ беше представено от Петер-Андреас Бохман (Фондация за свободата „Фридрих Науман“) и Светла Костадинова (Институт за пазарна икономика) на 9 декември 2011 г.

<http://library.ime.bg/v-syankata-na-finansovata-kriza/>

[БИБЛИОТЕКА НА ПРЕДПРИЕМАЧА](#)



Business Model Generation:

A Handbook for Visionaries, Game Changers and Challengers

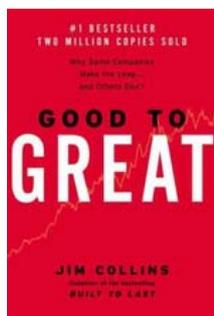
Alexander Osterwalder and Yves Pigneur

John Wiley and Sons, 2010

Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation.

...Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to "the business model generation!"

<http://library.ime.bg/business-model-generation/>



Good To Great: Why Some Companies Make the Leap and Others Don't

Jim Collins and Jerry Porras

Harper Business, 2001

Five years ago, Jim Collins asked the question, "Can a good company become a great company and if so, how?" In Good to Great Collins, the author of [Built to Last](#), concludes that it is possible, but finds there are no silver bullets. Collins and his team of researchers began their quest by sorting through a list of 1,435 companies, looking for those that made substantial improvements in their performance over time. They finally settled on 11--including Fannie Mae, Gillette, Walgreens, and Wells Fargo--and discovered common traits that challenged many of the conventional notions of corporate success. Making the transition from good to great doesn't require a high-profile CEO, the latest technology, innovative change management, or even a fine-tuned business strategy. At the heart of those rare and truly great companies was a corporate culture that rigorously found and promoted disciplined people to think and act in a disciplined manner. Peppared with dozens of stories and examples from the great and not so great, the book offers a well-reasoned road map to excellence that any organization would do well to consider. Like Built to Last, Good to Great is one of those books that managers and CEOs will be reading and rereading for years to come. --Harry C. Edwards

<http://library.ime.bg/good-to-great/>