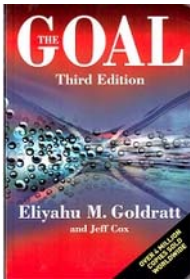


Ново в Икономическата библиотека (9-13 януари 2012)



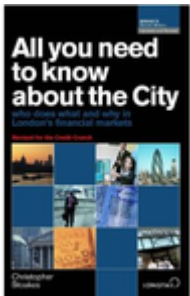
The Goal: A Process of Ongoing Improvement

Eliyahu M. Goldratt and Jeff Cox

Gower Publishing, 2010

Over 2 million copies sold! Used by thousands of companies and hundreds of business schools! Required reading for anyone interested in the Theory of Constraints. This book, which introduces the Theory of Constraints, is changing how America does business. The Goal is a gripping, fast-paced business novel about overcoming the barriers to making money. You will learn the fundamentals of identifying and solving the problems created by constraints. From the moment you finish the book you will be able to start successfully addressing chronic productivity and quality problems.

<http://library.ime.bg/the-goal/>



All You Need to Know About the City 2011:

Who Does What and Why in London's Financial Markets

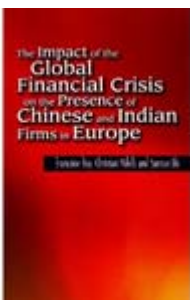
James P. Womack and Daniel T. Jones

Longtail Publishing Limited, 2011

This book is aimed principally at young, front-line, fee-earning professionals in the City – bankers, brokers, fund managers, lawyers, accountants, insurance brokers, surveyors, actuaries, patent attorneys, PRs, recruiters and headhunters, among others, starting out on their careers.

But it's also for support staff such as secretaries, PAs and business managers as well as people in mid-office and back-office functions such as Accounts, HR, IT, Business Development, PR, compliance, settlement and custody – in other words, professionals who are specialists in their own jobs but need to understand what the fee-earners do in order to support them in their roles. That's because for City institutions to compete these days, all of their people need to understand the business.

<http://library.ime.bg/all-you-need-to-know-about-the-city-2011/>



The Impact of the Global Financial Crisis on the Presence of Chinese and Indian Firms in Europe

Françoise Hay, Christian Milelli, Yunnan Shi

Sussex Academic Press, 2011

This book investigates the presence of Chinese and Indian companies in Europe and the impact that the current global financial crisis has had on their corporate behavior and strategies. Have investments been canceled or postponed? Has the crisis created new opportunities for investment? Is the behavior of Chinese and Indian firms similar in these circumstances? In addressing these questions, the authors used a proprietary database encompassing more than 1,500 investments - greenfield operations, mergers-and-acquisitions, joint ventures, and horizontal/vertical extensions - made throughout Europe by companies from China (both mainland China and Hong Kong) and India since the 1990s. Comparisons are made according to several criteria...

<http://library.ime.bg/the-impact-of-the-global-financial-crisis-on-the-presence-of-chinese-and-indian-firms-in-europe/>



The Slump: Britain in the Great Depression

John Stevenson and Chris Cook

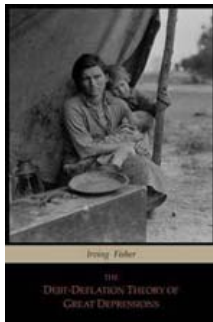
Longman, 2010

The 1930s - remembered as the decade of dole queues and hunger marches, mass unemployment, the means test, and the rise of fascism - also saw the development of new industries, the growth of comfortable suburbia, and rising standards of living for many. In Britain in the Depression, the authors look behind the legends for an objective - and timely - reassessment, as

Britain again struggles with the economic and spiritual ills of recession and unemployment.

Today the problems of the 1930s are back in the news, with financial collapse and mass unemployment once again on the rise. In this celebrated book, John Stevenson and Chris Cook set about questioning the social and political myths of "the devil's decade". They also examine, in a new afterword, the parallels between the 'slump' of the 1930s and the 'crunch' of the 21st century, exploring issues that have become as pressing today as they were over seventy years ago.

<http://library.ime.bg/the-slump-britain-in-the-great-depression/>



The Debt-Deflation Theory of Great Depressions

Irving Fisher

Martino Publishing, 2011

Following the stock market crash of 1929 and the ensuing Great Depression, Fisher developed a theory of economic crises called "debt-deflation", which rejected general equilibrium theory and attributed crises to the bursting of a credit bubble.

According to the debt deflation theory, a sequence of effects of the debt bubble bursting occurs: 1. Debt liquidation and distress selling. 2. Contraction of the money supply as bank loans are paid off. 3. A fall in the level of asset prices. 4. A still greater fall in the net worth of businesses, precipitating bankruptcies. 5. A fall in profits. 6. A reduction in output, in trade and in employment. 7. Pessimism and loss of confidence. 8. Hoarding of money. 9. A fall in nominal interest rates and a rise in deflation adjusted interest rates.

This theory was ignored in favor of Keynesian economics, partly due to the damage to Fisher's reputation from his overly optimistic attitude prior to the crash, but has experienced a revival of mainstream interest since the 1980s, particularly since the Late-2000s recession, and is now a main theory with which he is popularly associated.

<http://library.ime.bg/the-debt-deflation-theory-of-great-depressions/>