

## New Books May 2013

*Spotlight presented by Doriot Library*



### **Salt, sugar, fat: how the food giants hooked us**

By Michael Moss

Doriot and Tanoto Libraries  
RA700 .M67 2013

We are hooked on salt, sugar and fat. These three simple ingredients are used by the major food companies to achieve the greatest allure for the lowest possible cost. Here, Pulitzer Prize-winning investigative reporter Michael Moss exposes the practices of some of the most recognizable (and profitable) companies and brands of the last half century.

He takes us inside the labs where food scientists use cutting-edge technology to calculate the 'bliss point' of sugary drinks. He unearths marketing campaigns designed – in a technique adapted from the tobacco industry – to redirect concerns about the health risks of their products, and reveals how the makers of processed foods have chosen, time and again, to increase consumption and profits, while gambling with our health.

Book review cited from:

<http://www.eburypublishing.co.uk/viewbook.asp?isbn=0753541459>

This list is also available on the Libraries homepage: <http://www.insead.edu/library>

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## Accounting

Corporate financial reporting and analysis: a global perspective. 3rd ed. / Young, S. David ; Cohen, Jacob - Wiley, 2013

**Doriot Library**

**HG20 .Y68 2013 INSEAD Book**

## Career Management

Expert resumes for managers and executives. 3rd ed. / Enelow, Wendy S. ; Kursmark, Louise M. - Jist Works, 2012

**Tanoto Library**

**ZA15 .E64 2012**

How to interview like a pro / Greenwood, Mary - IUniverse, 2012

**Tanoto Library**

**ZA17 .G74 2012**

How to pass advanced numeracy tests. 2nd ed. / Bryon, Mike - Kogan Page, 2010

**eBook**

Job interviewing guide / Claeys, David - CreateSpace, 2013

**Tanoto Library**

**ZA17 .C53 2013**

Mid and late career issues: an integrative perspective / Wang, Mo ; Olson, Deborah A. ; Shultz, Kenneth S. - Routledge, 2013. (Series in applied psychology)

**Tanoto Library**

**ZA16 .W36 2013**

## Economics

Advanced macroeconomics. 4th ed. / Romer, David - McGraw-Hill, 2012. (McGraw-Hill advanced series in economics)

**Doriot & Tanoto Libraries**  
**HB172.5 .R66 2012**

An introduction to modern Bayesian econometrics / Lancaster, Tony - Blackwell, 2004

**Tanoto Library**  
**HB139 .L36 2004**

The Cambridge economic history of modern Europe / Broadberry, Stephen ; O'Rourke, Kevin H. - Cambridge University Press, 2010

**Doriot Library**  
**HB75 .C363 2010 Vol.1 & 2**

Capitalism: a very short introduction / Fulcher, James - Oxford University Press, 2004. (Very short introductions)

[eBook](#)

Chinese village, global market: new collectives and rural development / Saich, Tony ; Hu, Biliang - Palgrave Macmillan, 2012. (China in transformation)

**Doriot Library**  
**HC500.42 .C4 S353 2012**

Comparative economic systems. 2nd ed. / Gardner, Stephen H. - Dryden Press, 1998. (Dryden press series in economics)

**Doriot Library**  
**HB90 .G37 1998**

Equity: in theory and practice / Young, H. Peyton - Princeton University Press, 1994

**Tanoto Library**  
**HB72 .Y68 1994**

Fault lines: how hidden fractures still threaten the world economy / Rajan, Raghuram G. - Princeton University Press, 2010

[eBook](#)

The lean entrepreneur: how visionaries create products, innovate with new ventures, and disrupt markets / Cooper, Brant ; Vlaskovits, Patrick - Wiley, 2013

**Tanoto Library**

**HB615 .C66 2013**

The psychology of entrepreneurship / Baum, J. Robert ; Frese, Michael ; Baron, Robert A. - Psychology Press, 2012. (SIOP organizational frontiers series)

**Doriot Library**

**HB615 .P79 2012**

Recursive macroeconomic theory. 3rd ed. / Ljungqvist, Lars ; Sargent, Thomas J. - MIT Press, 2012

**Doriot Library**

**HB172.5 .L58 2012**

State of the world: is sustainability still possible? A Worldwatch Institute report on progress toward a sustainable society - Worldwatch Institute, 2013

[eBook](#)

Un projet de décroissance : manifeste pour une dotation inconditionnelle d'autonomie (DIA) / Liegey, Vincent ; Madelaine, Stéphane ; Ondet, Christophe ; Veillot, Anne-Isabelle - Editions Utopia, 2013. (Décroissance)

**Doriot Library**

**HB100.5 .L54 2013**

## **Environment**

Eco-industrial strategies: unleashing synergy between economic development and the environment / Cohen-Rosenthal, Edward - Greenleaf Publishing, 2003

**Doriot Library**

**GE42 .E365 2003**

## Finance

6 - Zones Sensibles, 2013

**Doriot Library**

**HG4521 .S59 2013**

A demon of our own design: markets, hedge funds, and the perils of financial innovation / Bookstaber, Richard - Wiley, 2007

**eBook**

Accounting for derivatives and hedging. International ed. / Trombley, Mark A. - McGraw-Hill/Irwin, 2003

**Doriot Library**

**HG6024 .A3 T76 2003**

Analysis for financial management. 10th ed. / Higgins, Robert C. - McGraw-Hill, 2012

**Doriot Library**

**HG4026 .H496 2012**

The Bank of England: a history / Clapham, John - Cambridge University Press, 2008

**Doriot Library**

**HG1500.63 .U5 C53 2008 Vol.1 & 2**

The economics of money, banking and financial markets. 9th global ed. / Mishkin, Frederic S. - Pearson Education, 2010. (Addison-Wesley series in economics)

**Doriot Library**

**HG173 .M632 2010**

Expected returns: an investor's guide to harvesting market rewards / Ilmanen, Antti - Wiley, 2011

**Doriot Library**

**HG4521 .I56 2011 and eBook**

Fixed income securities: tools for today's markets. 2nd ed. / Tuckman, Bruce - Wiley, 2002

**eBook**

One up on Wall Street: how to use what you already know to make money in the market. Updated ed. / Lynch, Peter ; Rothchild, John - Simon and Schuster, 2000

**Doriot Library**

**HG4521 .L96 2000**

Private equity operational due diligence: tools to evaluate liquidity, valuation and documentation / Scharfman, Jason A. - Wiley, 2012

**Tanoto Library**

**HG4751 .S34 2012**

Risk management and financial institutions. 3rd international ed. / Hull, John C. - Wiley, 2012

[eBook](#)

The wealthy barber returns: significantly older and marginally wiser, Dave Chilton offers his unique perspectives on the world of money / Chilton, David - Financial Awareness Corp., 2011

**Doriot Library**

**HG179 .C455 2011**

## **Health**

Asian culture and psychotherapy: implications for East and West / Tseng, Wen-Shing - University of Hawaii Press, 2005

**Doriot Library**

**RC480.5 .A75 2005**

Salt, sugar, fat: how the food giants hooked us / Moss, Michael - WH Allen, 2013

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**RA700 .M67 2013**

## History

China and Africa: a century of engagement / Shinn, David H. ; Eisenman, Joshua - University of Pennsylvania Press, 2012

**Doriot Library**

**J10.2 .S45 2012**

The iron lady: Margaret Thatcher, from grocer's daughter to iron lady. Abridged ed. / Campbell, John ; Freeman, David - Vintage Books, 2009

**Doriot Library**

**J10.63 .U5 THA C36 2009**

Reagan and Thatcher: the difficult relationship / Aldous, Richard - Arrow Books, 2013

**Doriot Library**

**J10.63 .U5 THA A53 2013**

The real iron lady: working with Margaret Thatcher / Shephard, Gillian - Biteback Publishing, 2013

**Doriot Library**

**J10.63 .U5 THA S44 2013**

## Labour & Industrial Relations

Lean in: women, work, and the will to lead / Sandberg, Sheryl ; Scovell, Nell - Knopf, 2013

**Tanoto Library**

**HD6054.3 .S363 2013**

Managers and workers: origins of the twentieth-century factory system in the United States, 1880-1920. 2nd ed. / Nelson, Daniel - University of Wisconsin, 1995

**Doriot Library**

**HD4854.33 .U7 N47 1995**



Le travail invisible : enquête sur une disparition / Gomez, Pierre-Yves - Bourin  
Editeur, 2013  
**Doriot Library**  
**HD4800.63 .F7 G66 2013**

## **Languages**

Anglais perfectionnement / Caillate, Claude ; Ward, Judith - Le Livre de Poche, 2012  
**Doriot Library**  
**P1000 .EN C35 2012**

Bescherelle espagnol : les exercices / Merlin, Isabelle - Hatier, 2009  
**Doriot Library**  
**P1000 .SP M47 2009**

## **Law**

Mémento pratique Francis Lefebvre : fiscal - Editions Francis Lefebvre, 2013  
**Doriot Library**  
**K410.63 .F7 M46 2013**

## **Literature**

The call of stories: teaching and the moral imagination / Coles, Robert - Houghton  
Mifflin, 1989  
**eBook**

## Management / Strategy

Cooperative strategy: competing successfully through strategic alliances / Dussauge, Pierre ; Garrette, Bernard - Wiley, 1999

[eBook](#)

Firm commitment: why the corporation is failing us and how to restore trust in it / Mayer, Colin - Oxford University Press, 2013

**Tanoto Library**

**HD2326 .M39 2013**

Handbook of organizational creativity / Mumford, Michael D. - Elsevier, 2012

[eBook](#)

Innovation and entrepreneurship: practice and principles / Drucker, Peter Ferdinand - William Heinemann, 1985

[eBook](#)

Leading open innovation / Huff, Anne Sigismund ; Möslein, Kathrin M. ; Reichwald, Ralf - MIT Press, 2013

**Doriot Library**

**HD45 .L43 2013**

Managing the unknown: a new approach to managing high uncertainty and risk in projects / Loch, Christoph H. ; De Meyer, Arnoud ; Pich, Michael T. - Wiley, 2006

[eBook](#) **INSEAD Book**

Multinationals and economic geography: location, technology and innovation / Iammarino, Simona ; McCann, Philip - Edward Elgar, 2013

**Doriot Library**

**HD2755.5 .I36 2013**

Oligopoly pricing: old ideas and new tools / Vives, Xavier - MIT Press, 2000

[eBook](#) **INSEAD Book**

# Marketing

3G marketing on the internet: third generation internet marketing strategies for online success. 7th ed. / Sweeney, Susan ; MacLellan, Andy ; Dorey, Ed - Maximum Press, 2006

[eBook](#)

Bayesian statistics and marketing / Rossi, Peter E. ; Allenby, Greg M. ; McCulloch, Robert - Wiley, 2005. (Wiley series in probability and statistics)

[eBook](#)

Contagious: why things catch on / Berger, Jonah - Simon and Schuster, 2013

**Doriot Library**

**HF5415.153 .B47 2013**

Global luxury trends / Hoffman, Jonas - Palgrave Macmillan, 2013

**Tanoto Library**

**HF5415.3 .G56 2013**

The luxury strategy: break the rules of marketing to build luxury brands / Kapferer, Jean-Noël ; Bastien, Vincent - Kogan Page, 2009

**Tanoto Library**

**HF5415.3 .K375 2009**

Market response models: econometric and time series analysis. 2nd ed. / Hanssens, Dominique M. ; Parsons, Leonard J. ; Schultz, Randall L. - Kluwer, 2001.

(International series in quantitative marketing)

[eBook](#)

Pricing and revenue optimization / Phillips, Robert - Stanford Business Books, 2005

[eBook](#)

Principles of pricing: an analytical approach / Vohra, Rakesh V. ; Krishnamurthi, Lakshman - Cambridge University Press, 2012

[eBook](#)

Quantitative marketing and marketing management: marketing models and methods in theory and practice / Diamantopoulos, Adamantios ; Fritz, Wolfgang ; Hildebrandt, Lutz - Springer Gabler, 2012

**Doriot Library**

**HF5415.135 .Q83 2012**

Strategic marketing management. 6th ed. / Chernev, Alexander - Cerebellum Press, 2011

**Tanoto Library**

**HF5415.135 .C44 2011**

## **Mathematics**

Game theory / Maschler, Michael B. ; Solan, Eilon ; Zamir, Shmuel ; Hellman, Ziv - Cambridge University Press, 2013

**Doriot Library**

**QA269 .M37 2013**

## **Organisational Behaviour**

Complex adaptive leadership: embracing paradox and uncertainty / Obolensky, Nick - Gower, 2010

**Tanoto Library**

**HD6951 .O36 2010**

Conscious capitalism: liberating the heroic spirit of business / Mackey, John ; Sisodia, Rajendra - Harvard Business Press, 2013

**Tanoto Library**

**HD6950.4 .M33 2013**

Constructing identity in and around organizations / Schultz, Majken ; Maguire, Steve ; Langley, Ann ; Tsoukas, Haridimos - Oxford University Press, 2012. (Perspectives on process organization studies)

**Doriot Library**

**HD6950.5 .C667 2012**

Creative conspiracy: the new rules of breakthrough collaboration / Thompson, Leigh - Harvard Business Review Press, 2013

**Doriot Library**

**HD6958 .T4 T46 2013**

Designing matrix organizations that actually work / Galbraith, Jay R. - Jossey-Bass, 2009

**Tanoto Library**

**HD6953 .G35 2009**

Handbook of organizational routines / Becker, Markus C. - Edward Elgar, 2008

**Doriot Library**

**HD6950.5 .H36 2008**

Management insights 2005: 16 ideas for improving your effectiveness as an executive / Zapke-Schauer, Gerhard ; Partridge, Roger - Gabler, 2005

**Doriot Library**

**HD6951.2 .Z37 2005**

Managing change across corporate cultures / Trompenaars, Fons ; Prud'homme, Peter - Capstone, 2004. (Culture for business)

**Tanoto Library**

**HD6953 .T56 2004**

Methods for studying work and emotionality in group operation / Office of Naval Research - Human Dynamics Laboratory University of Chicago, 1954

**Doriot Library**

**HD6950 .M484 1954**

The mind and heart of the negotiator. 5th international ed. / Thompson, Leigh L. - Pearson, 2012

**Doriot Library**

**HD6952 .T46 2012**

The Oxford handbook of economic conflict resolution / Bolton, Gary E. ; Croson, Rachel T. A. - Oxford University Press, 2012

**Doriot Library**

**HD6952 .O94 2012**

## Politics

The Prince / Machiavelli, Niccolò - Capstone, 2010

[eBook](#)

The real North Korea: life and politics in the failed Stalinist utopia / Lankov, Andrei - Oxford University Press, 2013

[eBook](#)

## Psychology

Autobiographical memory and the construction of a narrative self: developmental and cultural perspectives / Fivush, Robyn ; Haden, Catherine A. - Lawrence Erlbaum Associates, 2003

[eBook](#)

How to win friends and influence people / Carnegie, Dale - Simon and Schuster, 2009

**Tanoto Library**

**BF637 .S8 C37 2009**

Identity, culture and the postmodern world / Sarup, Madan ; Raja, Tasneem - Edinburgh University Press, 1996

[eBook](#)

Just enough: tools for creating success in your work and life / Nash, Laura ; Stevenson, Howard - Wiley, 2004

[eBook](#)

Negotiation theory and research / Thompson, Leigh L. - Psychology Press, 2006.  
(Frontiers of social psychology)

**Doriot Library**

**BF637 .N4 N446 2006**

The upside of irrationality: the unexpected benefits of defying logic at work and at home / Ariely, Dan - HarperCollins, 2010

**Doriot Library**

**BF441 .A75 2010**

To sell is human: the surprising truth about moving others / Pink, Daniel H. - Riverhead Books, 2012

**Tanoto Library**

**BF774 .P56 2012**

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Le guide capital-investissement et fusions-acquisitions. 24th ed. - Les Echos, 2013

**Doriot Library**

**REF220.63 .F7 C36 2013**

Ibbotson SBBI valuation yearbook: market results for stocks, bonds, bills, and inflation 1926-2012 - Morningstar, 2013

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**REF554.33 .U7 S33 2013**

OECD economic surveys: China 2013 - OECD, 2013

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## Sociology

The Arab mind. Revised ed. / Patai, Raphael - Hatherleigh Press, 2007

**Doriot Library**

**HM621.21 .A P38 2007**

Fair division: from cake-cutting to dispute resolution / Brams, Steven J. ; Taylor, Alan D. - Cambridge University Press, 1996

**Tanoto Library**

**HM136 .B7317 1996**

Rethinking multiculturalism: cultural diversity and political theory. 2nd ed. / Parekh, Bhikhu - Palgrave Macmillan, 2006

**Doriot Library**

**HM621 .P37 2006**

## **Technology Management**

Management quality and competitiveness: lessons from the industrial excellence award / Loch, Christoph H. ; Huchzermeier, Arnd ; Chick, Stephen E. - Springer, 2008

**eBook INSEAD Book**

Matching supply with demand: an introduction to operations management. 3rd international ed. / Cachon, Gérard ; Terwiesch, Christian - McGraw-Hill, 2013

**Tanoto Library**

**TS155 .C33 2013**

Technology fountainheads: the management challenge of R&D consortia / Corey, E. Raymond - Harvard Business School Press, 1997

**Tanoto Library**

**T176 .C597 1997**

The theory and practice of revenue management / Talluri, Kalyan T. ; Van Ryzin, Garrett J. - Kluwer, 2004. (International series in operations research and management science)

**eBook**



