

BOOKS TO READ

Most Important book influencing my own life: Ed Lyell

The Image: Knowledge in Life and Society (Ann Arbor Paperbacks) (Ann Arbor Paperbacks) (Paperback)

by [Kenneth E. Boulding](#) (who became my personal tutor/guide and second father)

“This is one of the best books I have read in my life. A picture of man's mental scenery by a very acute observer. A short book written with a lot of wisdom. An inspiring source of ideas and understanding for people for whom knowledge is important!”

Finance/Personal Career:

1. Rich Dad Poor Dad [Robert T. Kiyosaki](#)
 - a. First of over 20 books in the continuing series. Longest time in history on Business Week Best Business books.
2. **It Takes a Pillage: Behind the Bailouts, Bonuses, and Backroom Deals from Washington to Wall Street, Naomi Prins**
3. **[The World Is Flat: A Brief History of the Twenty-first Century](#)** -- by Thomas L. Friedman;
4. **[Freakonomics : A Rogue Economist Explores the Hidden Side of Everything](#)** -
- by Steven D. Levitt, Stephen J. Dubner;
5. **Speed Reading for Professionals (Barron's Business Success Guides) (Paperback)**

Novels (that also teach about economics, finance and business)

1. **The Set-Up (Paperback)** by [Paul Erdman](#) (he has other books going back to the 1970's that predicted much of today's world economic condition)
2. **Overload (Paperback)** by [Arthur Hailey](#) One of many books by Hailey that exam a particular American industry through the eyes of characters and plot in a novel. This one is one the electrical producing industry. Another *Wheels* is about the auto industry of the 1970's.
3. **The Devil's Banker (Paperback)** by [Christopher Reich](#) Latest of several books on current international finance written in form of exciting spy type novel

Software for speed reading:

1. <http://www.acereader.com/>
2. <http://www.rocketreader.com/>

Magazines (all have student discounts available)

Economist www.economist.com

BusinessWeek www.businessweek.com

Wall Street Journal www.wsj.com

US News (and world report) www.usnews.com

More on These Books

Book Recommendations to the Library, from Ed Lyell, Business.

1. [Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns](#) by Clayton Christensen, [Curtis W. Johnson](#), and [Michael B. Horn](#) (Hardcover - May 14, 2008)
2. [The Image: Knowledge in Life and Society \(Ann Arbor Paperbacks\)](#) by Kenneth E. Boulding (Paperback - Nov 15, 1956)
3. [It Takes a Pillage: Behind the Bailouts, Bonuses, and Backroom Deals from Washington to Wall Street](#) Nomi Prins Wiley (September 22, 2009)
4. The State of Working America, 2008/2009 (Paperback) [Lawrence Mishel](#)
5. [The Looting of America: How Wall Street's Game of Fantasy Finance Destroyed Our Jobs, Pensions, and Prosperity—and What We Can Do About It](#) Les Leopold Chelsea Green Publishing (June 2, 2009)
6. **Capitalism Hits the Fan: Richard Wolff on the Economic Meltdown Starring: Lecture by Richard Wolff Director: [Sut Jhally](#);Media Education Foundation DVD Format:**
7. **The Price We Pay: Economic and Social Consequences of Inadequate Education (Paperback)** [Clive Belfield](#) (Author, Editor), [Henry M. Levin](#) (Editor)

from Dollars and Sense publishers

- [The Economic Crisis Reader](#) 1st edition, November 2009
ISBN 978-1-878585-85-1, \$34.95
- [Real World Labor](#) 1st edition, August 2009
ISBN 978-1-878585-55-4, \$34.95
- [The Wealth Inequality Reader](#) 3rd edition, August 2009
ISBN 978-1-878585-53-0, \$32.95
- [Real World Globalization](#) 10th edition, August 2009
SBN 978-1-878585-76-9, \$34.95

- [Current Economic Issues](#) August 2009 ISBN: 978-1-878585-97-4, \$28.95

[Introduction to Political Economy](#), 5th Edition, September 2008, ISBN 978-1-878585-72-1, \$34.95 (282pp), by Charles Sackrey and Geoffrey Schneider, with Janet Knoedler.

BOOKS TO READ, recommended by Dr. Ed Lyell

Recommendations for Reading during semester breaks, or anytime (or Holiday gift)

1. Rich Dad, Poor Dad (Paperback) around \$ 10

by [Robert T. Kiyosaki](#)

Amazon.com

Personal-finance author and lecturer Robert Kiyosaki developed his unique economic perspective through exposure to a pair of disparate influences: his own highly educated but fiscally unstable father, and the multimillionaire eighth-grade dropout father of his closest friend. The lifelong monetary problems experienced by his "poor dad" (whose weekly paychecks, while respectable, were never quite sufficient to meet family needs) pounded home the counterpoint communicated by his "rich dad" (that "the poor and the middle class work for money," but "the rich have money work for them"). Taking that message to heart, Kiyosaki was able to retire at 47. *Rich Dad, Poor Dad*, written with consultant and CPA Sharon L. Lechter, lays out his the philosophy behind his relationship with money. Although Kiyosaki can take a frustratingly long time to make his points, his book nonetheless compellingly advocates for the type of "financial literacy" that's never taught in schools. Based on the principle that income-generating assets always provide healthier bottom-line results than even the best of traditional jobs, it explains how those assets might be acquired so that the jobs can eventually be shed. --*Howard Rothman*

2. The Image: Knowledge in Life and Society (Ann Arbor Paperbacks) (Ann Arbor Paperbacks) (Paperback) about \$ 17.

by [Kenneth E. Boulding](#)

One of the most brilliant books about knowledge! , December 17, 1997

Reviewer: **A reader**

This is one of the best books I have read in my life. A picture of man's mental scenery by a very accute observer. A short book written with a lot of wisdom. An inspiring source of ideas and understanding for people for whom knowledge is important!

3. Speed Reading for Professionals (Barron's Business Success Series) (Paperback) \$ 8.99
by [H. Bernard Wechsler](#) , [Arthur Bell](#)

This book presents a basic do-it-yourself speed reading course in six chapters laid out as follows:

- 1: The Speed Reading Adventure Begins (a pep talk)
 - 2: Understanding Why We Read Slowly--And How to Change (a little theory)
 - 3: Learn to Jog, not Walk, through Your Reading (the basics)
 - 4: Learn to Run, not Jog ... (adding some bells and whistles)
 - 5: Learn to Sprint, not Run ... (kicking it into overdrive)
 - 6: Understanding and Remembering What You Read (a presentation of the "Fistnote" technique for retention)
- Appendix A: A syllabus for a company in-service on speed reading.

Each chapter gives a clear, concise how-to on the performance of the technique and exercises to perfect the techniques. As the student gains skill and confidence with each technique, the following chapter presents more advanced techniques.

Geared for the busy professional, and an excellent expenditure of funds for anyone wanting to increase reading speed. This is the second speed reading book I've read. "Remember Everything You Read" was the first. Previously I read about 2-3 books per week, mostly nonfiction. I'm reading one per day now. I'll probably burn out on that pace in a couple of weeks, but so far it's been great

4. Freakonomics [Revised and Expanded]: A Rogue Economist Explores the Hidden Side of Everything (Hardcover) about \$ 17.

by [Steven D. Levitt](#) , [Stephen J. Dubner](#) Economics is not widely considered to be one of the sexier sciences. The annual Nobel Prize winner in that field never receives as much publicity as his or her compatriots in peace, literature, or physics. But if such slights are based on the notion that economics is dull, or that economists are concerned only with finance itself, Steven D. Levitt will change some minds. In *Freakonomics* (written with Stephen J. Dubner), Levitt argues that many apparent mysteries of everyday life don't need to be so mysterious: they could be illuminated and made even more fascinating by asking the right questions and drawing connections. For example, Levitt traces the drop in violent crime rates to a drop in violent criminals and, digging further, to the Roe v. Wade decision that preempted the existence of some people who would be born to poverty and hardship. Elsewhere, by analyzing data gathered from inner-city Chicago drug-dealing gangs, Levitt outlines a corporate structure much like McDonald's, where the top bosses make great money while scores of underlings make something below minimum wage. And in a section that may alarm or relieve worried parents, Levitt argues that parenting methods don't really matter much and that a backyard swimming pool is much more dangerous than a gun. These enlightening chapters are separated by effusive passages from Dubner's 2003 profile of Levitt in *The New York Times Magazine* , which led to the book being written. In a book filled with bold logic, such back-patting veers *Freakonomics* , however

briefly, away from what Levitt actually has to say. Although maybe there's a good economic reason for that too, and we're just not getting it yet.

4. [The World Is Flat \[Updated and Expanded\]: A Brief History of the Twenty-first Century](#) by Thomas L. Friedman (Hardcover - April 18, 2006) about \$ 17.

Amazon.com

Updated Edition : Thomas L. Friedman is not so much a futurist, which he is sometimes called, as a presentist. His aim in *The World Is Flat* , as in his earlier, influential *Lexus and the Olive Tree* , is not to give you a speculative preview of the wonders that are sure to come in your lifetime, but rather to get you caught up on the wonders that are already here. The world isn't going to be flat, it *is* flat, which gives Friedman's breathless narrative much of its urgency, and which also saves it from the Epcot-style polyester sheen that futurists--the optimistic ones at least--are inevitably prey to.

What Friedman means by "flat" is "connected": the lowering of trade and political barriers and the exponential technical advances of the digital revolution that have made it possible to do business, or almost anything else, instantaneously with billions of other people across the planet. This in itself should not be news to anyone. But the news that Friedman has to deliver is that just when we stopped paying attention to these developments--when the dot-com bust turned interest away from the business and technology pages and when 9/11 and the Iraq War turned all eyes toward the Middle East--is when they actually began to accelerate. Globalization 3.0, as he calls it, is driven not by major corporations or giant trade organizations like the World Bank, but by individuals: desktop freelancers and innovative startups all over the world (but especially in India and China) who can compete--and win--not just for low-wage manufacturing and information labor but, increasingly, for the highest-end research and design work as well. (He doesn't forget the "mutant supply chains" like Al-Qaeda that let the small act big in more destructive ways.)

Friedman has embraced this flat world in his own work, continuing to report on his story after his book's release and releasing an unprecedented hardcover update of the book a year later with 100 pages of revised and expanded material. What's changed in a year? Some of the sections that opened eyes in the first edition--on China and India , for example, and the global supply chain--are largely unaltered. Instead, Friedman has more to say about what he now calls "uploading," the direct-from-the-bottom creation of culture, knowledge, and innovation through blogging, podcasts, and open-source software. And in response to the pleas of many of his readers about how to survive the new flat world, he makes specific recommendations about the technical and creative training he thinks will be required to compete in the "New Middle" class. As before, Friedman tells his story with the catchy slogans and globe-hopping anecdotes that readers of his earlier books and his *New York Times* columns know well, and he holds to a stern sort of optimism. He wants to tell you how exciting this new world is, but he also wants you to know you're going to be trampled if you don't keep up with it. A year later, one can sense his rising

impatience that our popular culture, and our political leaders, are not helping us keep pace. --*Tom Nissley*