

COLLEGE OF BUSINESS

FALL 2013 READING LIST

THE COLLEGE OF BUSINESS PROMOTES STUDENT READING:

Several professors in the College of Business were asked what books they were currently reading and what books would they recommend to their students. Take a moment to review their responses:

1. Dr. Kimberly K. Powell (Assistant Professor of Marketing) stated, "I am currently reading 'Hot, Flat, and Crowded' by Thomas L. Friedman. This book would increase student intellect in the context of sustainability, biodiversity, the green movement, and the political warfare regarding oil dependency."

2. Dr. Mysore Ramaswamy (Professor of Management) stated, "I recommend 'Who Owns the Future?' by Jaron Lanier. This deals with the effects of network technologies on our economy."

3. Dr. Joseph Ben Omonuk (Former Associate Professor of Accounting) stated, "I would recommend 'Who Moved My Cheese' by Spencer Johnson. It is not a recent book but it is captivating. In the Fall 2013 semester, I asked my students (graduating seniors) if they had read it. Only one had. It is a small volume book that can be read in a few hours. It is loaded with information about managing change."

4. Dr. Carlos Thomas (Associate Professor of Management) stated, "I would recommend 'The Miseducation of the Negro'."

5. Dr. Vasanth Chigurupati (Assistant Professor of Finance) stated, "I suggest 'Rich Dad and Poor Dad' by Robert Kiyosaki rated #1 by both New York Times and The Wall Street Journal. It is very relevant considering the mounting student debt. It teaches the kids and their families, in a very easy to read and informal style, about how to create wealth and manage it."

6. Dr. Stephen Jaros (Professor of Management) stated, "I would recommend 'The Dark Side of Transformational Leadership' by Dennis Tourish."

7. Dr. George Kirk (Professor of Marketing) stated, "I would recommend the following books to my students, 'The Art of War' by Sun Tze, 'The Prince' by Niccolo Machiavelli, and 'Death of a Salesman' by Arthur Miller."

THE COLLEGE OF BUSINESS ENCOURAGES CURRENT STUDENTS AND FORMER STUDENTS
TO READ, READ, READ!