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Autumn 2021



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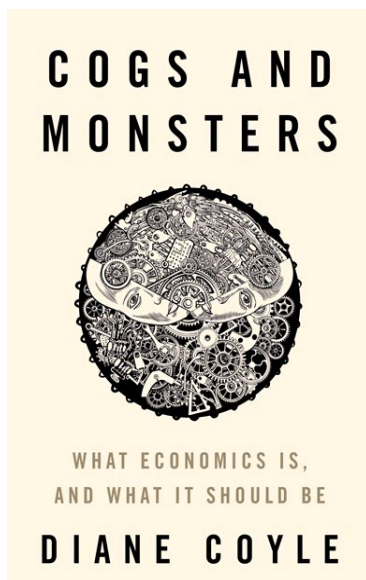


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Cogs and Monsters

What Economics Is, and What It Should Be
Diane Coyle

How economics needs to change to keep pace with the twenty-first century and the digital economy

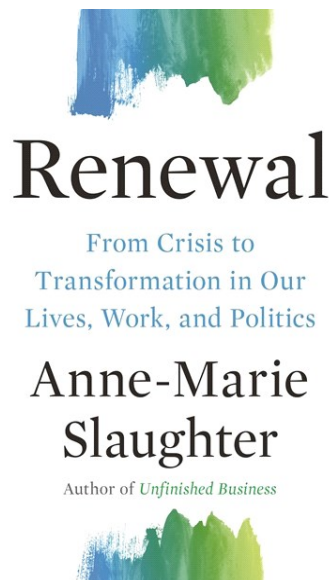
Digital technology, big data, big tech, machine learning, and AI are revolutionizing both the tools of economics and the phenomena it seeks to measure, understand, and shape. In *Cogs and Monsters*, Diane Coyle explores the enormous problems—but also opportunities—facing economics today if it is to respond effectively to these dizzying changes and help policymakers solve the world's crises, from pandemic recovery and inequality to slow growth and the climate emergency.

Mainstream economics, Coyle says, still assumes people are “cogs”—self-interested, calculating, independent agents interacting in defined contexts. But the digital economy is much more characterized by “monsters”—untethered, snowballing, and socially influenced unknowns. What is worse, by treating people as cogs, economics is creating its own monsters, leaving itself without the tools to understand the new problems it faces. In response, Coyle asks whether economic individualism is still valid in the digital economy, whether we need to measure growth and progress in new ways, and whether economics can ever be objective, since it influences what it analyzes. Just as important, the discipline needs to correct its striking lack of diversity and inclusion if it is to be able to offer new solutions to new problems.

Filled with original insights, *Cogs and Monsters* offers a road map for how economics can adapt to the rewiring of society, including by digital technologies, and realize its potential to play a hugely positive role in the twenty-first century.

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Business & Economics / Economics
Princeton University Press



Renewal

From Crisis to Transformation in Our Lives,
Work, and Politics
Anne-Marie Slaughter

From the acclaimed author of *Unfinished Business*, a story of crisis and change that can help us find renewed honesty and purpose in our personal and political lives

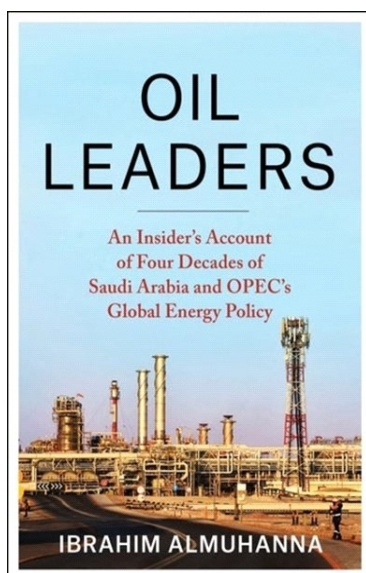
Like much of the world, America is deeply divided over identity, equality, and history. *Renewal* is Anne-Marie Slaughter's candid and deeply personal account of how her own odyssey opened the door to an important new understanding of how we as individuals, organizations, and nations can move backward and forward at the same time, facing the past and embracing a new future.

Weaving together personal stories and reflections with insights from the latest research in the social sciences, Slaughter recounts a difficult time of self-examination and growth in the wake of a crisis that changed the way she lives, leads, and learns. She connects her experience to our national crisis of identity and values as the country looks into a four-hundred-year-old mirror and tries to confront and accept its full reflection. The promise of the Declaration of Independence has been hollow for so many for so long. That reckoning is the necessary first step toward renewal. The lessons here are not just for America. Slaughter shows how renewal is possible for anyone who is willing to see themselves with new eyes and embrace radical honesty, risk, resilience, interdependence, grace, and vision.

Part personal journey, part manifesto, *Renewal* offers hope tempered by honesty and is essential reading for citizens, leaders, and the change makers of tomorrow.

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2021

Business & Economics / Leadership
The Public Square
Princeton University Press



Oil Leaders

An Insider's Account of Four Decades of Saudi Arabia and OPEC's Global Energy Policy
Ibrahim AlMuhanna, Robert McNally

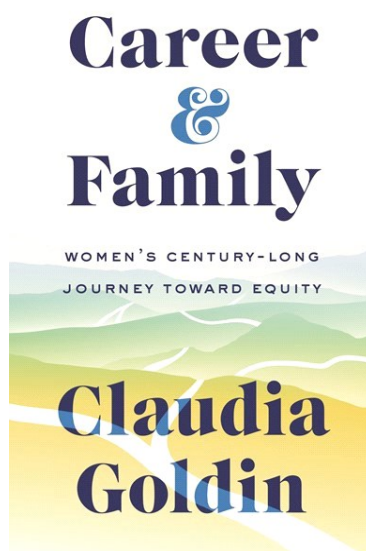
Oil is an unusual commodity in that individual decisions can have an outsized effect on the market. A Saudi minister's choice to increase production, for instance, might send prices falling, which will therefore affect both oil producers and consumers worldwide. What do the leading oil market players consider before making a fateful move?

Oil Leaders offers an unprecedented glimpse into the strategic thinking of top figures in the energy world from the 1980s through the recent past. Ibrahim AlMuhanna—a close adviser to four different Saudi oil ministers over that span of time—examines the role of individual and collective decision making in shaping market movements. He analyzes how powerful individuals made critical choices, tracking how they responded to the flow of information on pivotal market and political events and predicted reactions from allies and adversaries. AlMuhanna highlights how the media has played an increasingly important role as a conduit of information among multiple players in the oil market. In communicating their messages, energy leaders have learned to manage the signals they send to the market and to other relevant players in order to avoid sending oil prices into a spiral.

AlMuhanna draws on personal familiarity with many of these individual decision makers and his participation in decades of closed-door sessions where crucial choices were made. Featuring revelatory behind-the-scenes perspective on pivotal oil market events and dynamics, this book is a must-read for practitioners and policy makers engaged with the global energy world.

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 2022

POLITICAL SCIENCE / World
 Center on Global Energy Policy Series
Columbia University Press



Career and Family

Women's Century-Long Journey toward Equity
Claudia Goldin

A renowned economic historian traces women's journey to close the gender wage gap and sheds new light on the continued struggle to achieve equity between couples at home

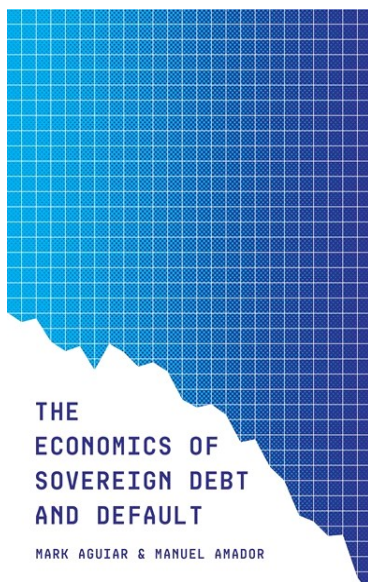
A century ago, it was a given that a woman with a college degree had to choose between having a career and a family. Today, there are more female college graduates than ever before, and more women want to have a career and family, yet challenges persist at work and at home. This book traces how generations of women have responded to the problem of balancing career and family as the twentieth century experienced a sea change in gender equality, revealing why true equity for dual career couples remains frustratingly out of reach.

Drawing on decades of her own groundbreaking research, Claudia Goldin provides a fresh, in-depth look at the diverse experiences of college-educated women from the 1900s to today, examining the aspirations they formed—and the barriers they faced—in terms of career, job, marriage, and children. She shows how many professions are “greedy,” paying disproportionately more for long hours and weekend work, and how this perpetuates disparities between women and men. Goldin demonstrates how the era of COVID-19 has severely hindered women's advancement, yet how the growth of remote and flexible work may be the pandemic's silver lining.

Antidiscrimination laws and unbiased managers, while valuable, are not enough. *Career and Family* explains why we must make fundamental changes to the way we work and how we value caregiving if we are ever to achieve gender equality and couple equity.

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 344 pages | 155.57mm : 234.95mm
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Business & Economics / Careers
Princeton University Press



The Economics of Sovereign Debt and Default

Mark Aguiar, Manuel Amador

An integrated approach to the economics of sovereign default

Fiscal crises and sovereign default repeatedly threaten the stability and growth of economies around the world. Mark Aguiar and Manuel Amador provide a unified and tractable theoretical framework that elucidates the key economics behind sovereign debt markets, shedding light on the frictions and inefficiencies that prevent the smooth functioning of these markets, and proposing sensible approaches to sovereign debt management.

The Economics of Sovereign Debt and Default looks at the core friction unique to sovereign debt—the lack of strong legal enforcement—and goes on to examine additional frictions such as deadweight costs of default, vulnerability to runs, the incentive to “dilute” existing creditors, and sovereign debt’s distortion of investment and growth. The book uses the tractable framework to isolate how each additional friction affects the equilibrium outcome, and illustrates its counterpart using state-of-the-art computational modeling. The novel approach presented here contrasts the outcome of a constrained efficient allocation—one chosen to maximize the joint surplus of creditors and government—with the competitive equilibrium outcome. This allows for a clear analysis of the extent to which equilibrium prices efficiently guide the government’s debt and default decisions, and of what drives divergences with the efficient outcome.

Providing an integrated approach to sovereign debt and default, this incisive and authoritative book is an ideal resource for researchers and graduate students interested in this important topic.

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Business & Economics / Economics
CREI Lectures in Macroeconomics
Princeton University Press



The Israeli Economy

A Story of Success and Costs
Joseph Zeira

An authoritative economic history of Israel from its founding to the present

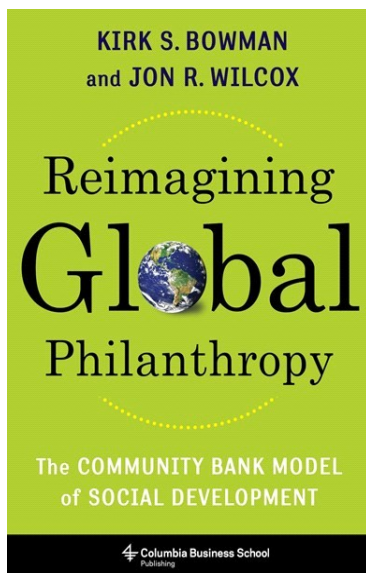
In 1922, there were ninety thousand Jews in Palestine, a small country in a poor and volatile region. Today, Israel has a population of nine million and is one of the richest countries in the world. *The Israeli Economy* tells the story of this remarkable transformation, shedding critical new light on Israel's rapid economic growth.

Joseph Zeira takes readers from those early days to today, describing how Israel's economic development occurred amid intense fighting with the Palestinians and neighboring Arab countries. He reveals how the new state's astonishing growth continued into the early 1970s, and traces this growth to public investment in education and to large foreign transfers. Zeira analyzes the costs of the Arab-Israeli conflict, demonstrating how economic output could be vastly greater with a comprehensive peace. He discusses how Israel went through intensive neoliberal economic policies in recent decades, and shows how these policies not only failed to enhance economic performance, but led to significant social inequality.

Based on more than two decades of groundbreaking research, *The Israeli Economy* is an in-depth survey of a modern economy that has experienced rapid growth, wars, immigration waves, and other significant shocks. It thus offers important lessons for nations around the world.

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2022

Business & Economics / Economic History
The Princeton Economic History of the Western World
Princeton University Press



Reimagining Global Philanthropy

The Community Bank Model of Social Development

Kirk Bowman, Jon Wilcox

Well-meaning Westerners want to find ways to help the less fortunate. Today, many are not just volunteering abroad and donating to international nonprofits but also advancing innovations and launching projects that aim to be socially transformative. However, often these activities are not efficient ways of helping others, and too many projects cause more harm than good.

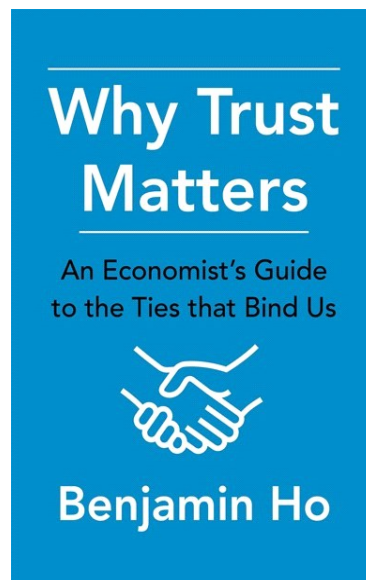
Reimagining Global Philanthropy shares the journey of a conservative banker and a progressive professor to find a better way forward. Kirk S. Bowman and Jon R. Wilcox explain the boom in the global compassion industry, revealing the incentives that produce inefficient practices and poor outcomes. Instead of supporting start-up projects with long-shot hopes for success, they argue, we can dramatically improve results by empowering local leaders.

Applying lessons from the success of community banks, Bowman and Wilcox develop and implement a new model that significantly raises philanthropic efficacy. Their straightforward and rigorously tested approach calls for community members to take the lead while outside partners play a supporting role. Bowman and Wilcox recount how they tested the model in Brazil, demonstrating the value of giving people in marginalized communities the opportunity to innovate. In a time of widespread social reckoning, this book shows how global philanthropy can confront its blind spots and failures in order to achieve truly transformative outcomes.

Readers can access five of the documentary films discussed in the book on a companion website. In addition to the films, chapter discussion questions and other supplemental materials are also available at the site.

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BUSINESS & ECONOMICS / Nonprofit
Organizations & Charities
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Why Trust Matters

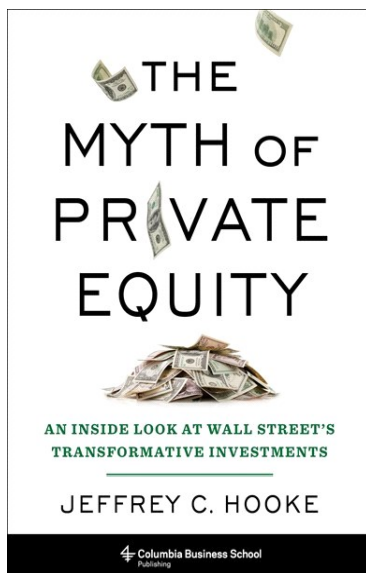
An Economist's Guide to the Ties That Bind Us
Benjamin Ho

Have economists neglected trust? The economy is fundamentally a network of relationships built on mutual expectations. More than that, trust is the glue that holds civilization together. Every time we interact with another person—to make a purchase, work on a project, or share a living space—we rely on trust. Institutions and relationships function because people place confidence in them. Retailers seek to become trusted brands; employers put their trust in their employees; and democracy works only when we trust our government.

Benjamin Ho reveals the surprising importance of trust to how we understand our day-to-day economic lives. Starting with the earliest societies and proceeding through the evolution of the modern economy, he explores its role across an astonishing range of institutions and practices. From contracts and banking to blockchain and the sharing economy to health care and climate change, Ho shows how trust shapes the workings of the world. He provides an accessible account of how economists have applied the mathematical tools of game theory and the experimental methods of behavioral economics to bring rigor to understanding trust. Bringing together insights from decades of research in an approachable format, *Why Trust Matters* shows how a concept that we rarely associate with the discipline of economics is central to the social systems that govern our lives.

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336 pages | 139.7mm : 215.9mm
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Business & Economics / Economics
Columbia University Press



The Myth of Private Equity

An Inside Look at Wall Street's Transformative Investments

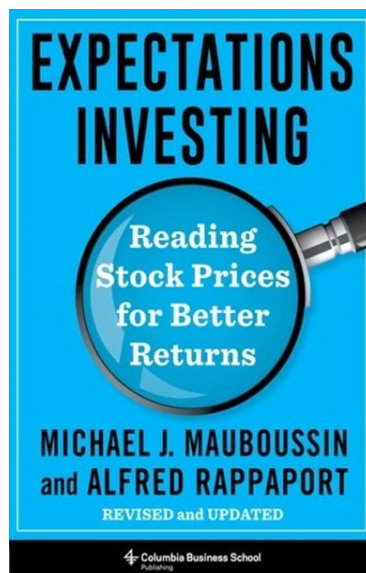
Jeffrey Hooke

Once an obscure niche of the investment world, private equity has grown into a juggernaut, with consequences for a wide range of industries as well as the financial markets. Private equity funds control companies that represent trillions of dollars in assets, millions of employees, and the well-being of thousands of institutional investors and their beneficiaries. Even as the ruthlessness of some funds has made private equity a poster child for the harms of unfettered capitalism, many aspects of the industry remain opaque, hidden from the normal bounds of accountability.

The Myth of Private Equity is a hard-hitting and meticulous exposé from an insider's viewpoint. Jeffrey C. Hooke—a former private equity executive and investment banker with deep knowledge of the industry—examines the negative effects of private equity and the ways in which it has avoided scrutiny. He unravels the exaggerations that the industry has spun to its customers and the business media, scrutinizing its claims of lucrative investment returns and financial wizardry and showing the stark realities that are concealed by the funds' self-mythologizing and penchant for secrecy. Hooke details the flaws in private equity's investment strategies, critically examines its day-to-day operations, and reveals the broad spectrum of its enablers. A bracing and essential read for both the financial profession and the broader public, this book pulls back the curtain on one of the most controversial areas of finance.

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Business & Economics / Investments &
Securities
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Expectations Investing

Reading Stock Prices for Better Returns, Revised and Updated

Michael J. Mauboussin, Alfred Rappaport

Most investment books try to assess the attractiveness of a stock price by estimating the value of the company. *Expectations Investing* provides a powerful and insightful alternative to identifying gaps between price and value.

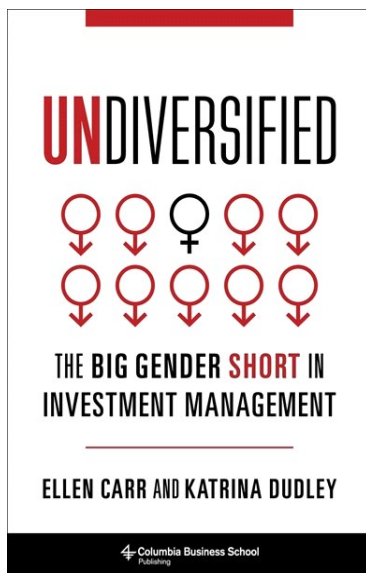
Michael J. Mauboussin and Alfred Rappaport suggest that an investor start with a known quantity, the stock price, and ask what it implies for future financial results. After showing how to read expectations, Mauboussin and Rappaport provide a guide to rigorous strategic and financial analysis to help investors assess the likelihood of revisions to these expectations. Their framework traces value creation from the triggers that shape a company's performance to the impact on the value drivers. This allows a practitioner of expectations investing to determine whether a stock is an attractive buy or sell candidate.

Investors who read this book will be able to evaluate stocks of companies in any sector or geography more effectively than those who use the standard approaches of most investors. Managers can use the book's principles to devise, adjust, and communicate their company's strategy in light of shareholder expectations.

This revised and updated edition reflects the many changes in accounting and the business landscape since the book was first published and provides a wealth of new examples and case studies.

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BUSINESS & ECONOMICS / Investments &
Securities
Heilbrunn Center for Graham & Dodd Investing
Series



Undiversified

The Big Gender Short in Investment Management
Ellen Carr, Katrina Dudley

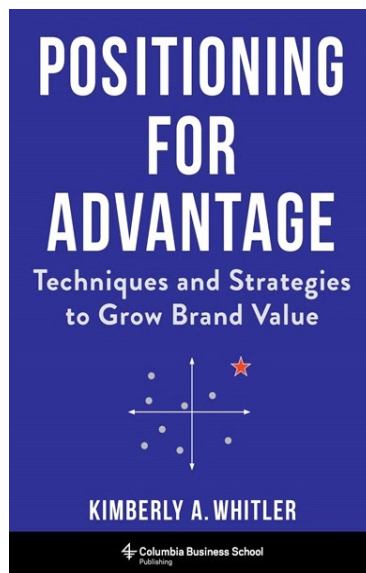
Diversification is a core principle of investing. Yet money managers have not applied it to their own ranks. Only around 10 percent of portfolio managers—the people most directly responsible for investing your money—are female, and the numbers are even worse at the ownership level. What are the causes of this underrepresentation, and what are its consequences—including for firms' and clients' bottom lines?

In *Undiversified*, experienced practitioners Ellen Carr and Katrina Dudley examine the lack of women in investment management and propose solutions to improve the imbalance. They explore the barriers that subtly but effectively discourage women from entering and staying in the industry at each point in the pipeline. At the entry level, the lack of visible role models discourages students from considering the field, and those who do embark on an investment management career face many obstacles to retention and promotion. Carr and Dudley highlight the importance of informal knowledge about how to navigate career tracks, without which women are left at a disadvantage in an industry that lionizes confidence. They showcase a diverse constellation of successful female portfolio managers to demystify the profession.

Drawing on wide-ranging research, interviews with prospective, current, and former industry practitioners, and the authors' own experiences, *Undiversified* makes a compelling case that increasing the number of women could help transform active investment management at a time when it is under threat from passive strategies and technological innovation.

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Positioning for Advantage

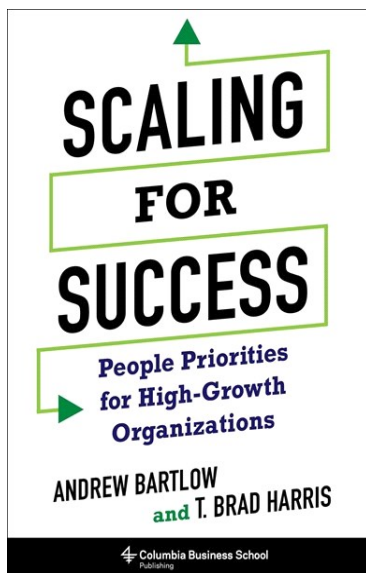
Techniques and Strategies to Grow Brand Value
Kimberly A. Whitler

Most of us have an intuitive sense of superior branding. We prefer to purchase brands we find distinctive—that deliver on some important, relevant dimension better than other brands. These brands have typically achieved positional advantage. Yet few professionals have had the formal training that goes beyond marketing theory to bridge the “theory-doing gap”—understanding the specific techniques and strategies that can be used to create brands that attain positional advantage in the marketplace.

Positioning for Advantage is a comprehensive how-to guide for creating, building, and executing effective brand strategies. Kimberly A. Whitler identifies essential marketing strategy techniques and moves through the major stages of positioning a brand to achieve in-market advantage. Introducing seven tools—from strategic positioning concepts to strategy mapping to influencer maps—Whitler provides templates, frameworks, and step-by-step processes to build and manage growth brands that achieve positional advantage. This book presents real-world scenarios, helping readers activate tools to increase skill in creating brands that achieve positional advantage. Brimming with insights for students and professionals alike, *Positioning for Advantage* helps aspiring C-level leaders understand not only what superior branding looks like but also how to make it come to life.

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Business & Economics / Advertising & Promotion
Columbia Business School Publishing
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Scaling for Success

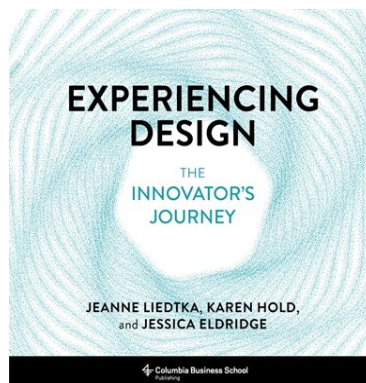
People Priorities for High-Growth Organizations
T. Brad Harris, Andrew C. Bartlow

Managing a high-growth organization requires both strategy and adaptability. Unfortunately, start-up founders and executives seeking to scale up to the next level find all too frequently that growth turns into chaos. Rather than laying the groundwork for the future, organizations get stuck by covering up complex problems with unsustainable band-aids and duct-tape fixes, implementing anecdote-based solutions from the latest tech-industry unicorns or leadership books, and relying on too much on-the-fly learning from inexperienced managers.

This book is the definitive guide for leaders of high-growth organizations seeking to understand and execute the people-management principles that are essential to continued success. Combining a wealth of practical experience, well-grounded academic research, and easy-to-apply frameworks, Andrew Bartlow and T. Brad Harris offer a practical toolkit that founders, functional leaders, and managers of people can use to rethink their practices to meet their organizations' needs. They help readers identify the core people-management programs and practices that are best for an organization at its current stage and size while also supporting a foundation for continued development and the capacity to adapt to inevitable surprises. Practical, actionable, and supplemented with numerous diagnostic tools and illustrative examples, *Scaling for Success* is a must-have playbook for organizational leaders pursuing smart and sustainable growth.

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Business & Economics / Human Resources &
 Personnel Management
 Columbia Business School Publishing
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Experiencing Design

The Innovator's Journey
Jeanne Liedtka, Karen Hold, Jessica Eldridge

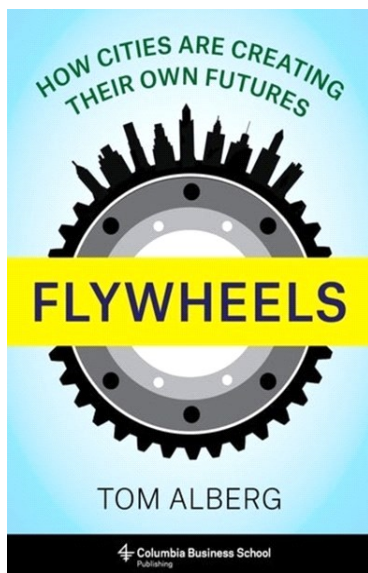
In daylong hackathons, design thinking seems deceptively easy. On the surface, it involves a set of seemingly simple activities such as gathering data, identifying insights, generating ideas, prototyping, and experimentation. But practiced at a superficial level, even great design tools don't go deep enough to create the shifts in mindset and skillset that are required to achieve transformational impact. Going deep with design requires more than changing the activities of innovators; it involves creating the conditions that shape who they become. Individuals become design thinkers by *experiencing* design.

Drawing on decades of researching design thinking and teaching it to people not trained in design, Jeanne Liedtka, Karen Hold, and Jessica Eldridge offer a guide for how to create these deep experiences at each stage of the design thinking journey, whether for an individual, a team, or an organization. For each experience phase, they specify the mindset shifts and competencies that need to be achieved, describe how different personality types experience different kinds of journeys, and show how to fully leverage the diversity of teams. *Experiencing Design* explores both the science and practicalities of design and includes two assessment instruments for individual and organizational development.

Ultimately, innovators need to *be* someone new to create something new. This book shows you how to use design thinking to make this happen.

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 2021

Business & Economics / Decision Making &
 Problem Solving
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Flywheels

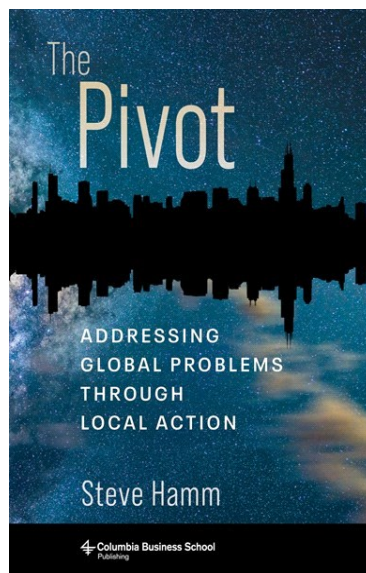
How Cities Are Creating Their Own Futures
Tom Alberg

Once a blue-collar outpost, Seattle, home to Microsoft, Amazon, and hundreds of startups, transformed into one of the world's major innovation hubs in less than twenty years. As other cities try to solve the riddle of creating vibrant economies, many have looked to Seattle as a model for tech-driven urban renaissance. However, that success comes with skyrocketing housing costs, increasing homelessness, public safety concerns, persistent racial inequality, and a widening gap between the haves and have-nots. Against that backdrop, big tech has become a popular target.

Tom Alberg, a venture capitalist who was one of the first investors in Amazon, draws on his experience in Seattle's tech boom to offer a vision for how cities and businesses can build a brighter future together. He explores ways that cities can soar to prosperity by creating the conditions that encourage innovation. Like flywheels, livable cities generate momentum by drawing creative citizens who launch businesses. Success attracts more talent, energizing local economies and accelerating further innovation. Alberg emphasizes the importance of city governments and tech companies partnering to address civic challenges. He reflects on why the benefits of the tech boom have not been distributed equally and what business and government leaders must do differently to ensure inclusive growth. The book also examines success stories from smaller cities and their lessons for other up-and-coming tech hubs. Demonstrating the need for innovative thinking that encourages livability alongside economic growth, *Flywheels* is timely reading for everyone from mayors to business leaders to engaged citizens.

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Business & Economics / Leadership
Columbia Business School Publishing



The Pivot

Addressing Global Problems Through Local Action
Steve Hamm

When the world reemerges from the COVID-19 pandemic, it seems likely that it will have transformed irrevocably. Can societies already reeling from climate change, income inequality, and structural racism change for the better? Does the shock of the pandemic offer an opportunity to pivot to a more sustainable way of life?

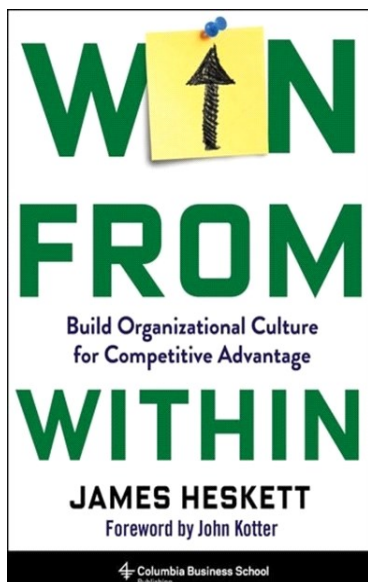
Early in the crisis, a global volunteer collaboration called Pivot Projects was formed to rethink how the world works. Some members are experts in the sciences and the humanities; others are environmental activists or regular people who see themselves as world citizens. In *The Pivot*, the journalist Steve Hamm—who embedded in the enterprise from the start—explores their efforts and shows how their approach provides a model for achieving systemic change. Chronicling the group's progress along an uncharted path, he shows how people with a variety of skills and personalities collaborate to get things done.

Through their work, Hamm examines some of today's most important technologies and concepts, such as systems thinking and modeling, complexity theory, artificial intelligence, and new thinking about resilience. The book features vivid, informal profiles of a number of the group's members and brings to life the excitement and energy of dynamic, smart people trying to change the world.

Part journal of a plague year and part call to action, *The Pivot* tells the remarkable story of a collaborative experiment seeking to make the world more sustainable and resilient.

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2022

Business & Economics / Development
Columbia Business School Publishing



Win from Within

Build Organizational Culture for Competitive Advantage

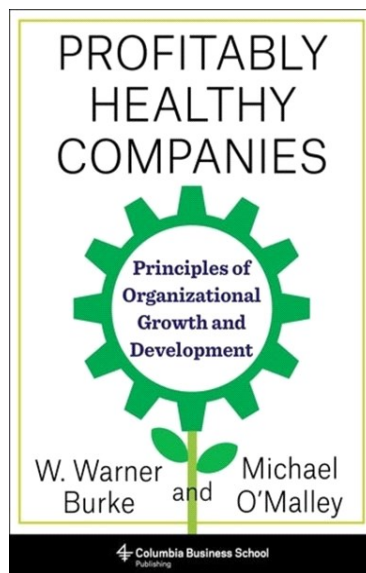
James Heskett

There is significant evidence that an effective organizational culture provides a major competitive edge—higher levels of employee and customer engagement and loyalty translate into higher growth and profits. Many business leaders know this, yet few are doing much to improve their organizations' cultures. They are discouraged by misguided beliefs that an executive's tenure and an organization's attention span are too short for meaningful transformation.

James L. Heskett provides a roadmap for achievable and fast-paced culture change. He demonstrates that an effective culture supplies the trust that makes managing change of all kinds easier. It provides a foundation on which changes in strategy can be based, and it's a competitive edge that can't easily be hacked or copied. Examining leading companies around the world, Heskett details how organizational culture makes employees more loyal, more productive, and more creative. He discusses how to quantify its effects in order to sell the notion of culture change to the organization and considers how to preserve an organization's culture in the face of the trend toward remote work hastened by the COVID-19 pandemic. Showing how leadership can bring about significant changes in a surprisingly short time span, *Win from Within* offers a playbook for developing and deploying culture that enables outsized results. It is a groundbreaking demonstration of organizational culture's role as a foundation for strategic success—and its measurable impact on the bottom line.

9780231203005
\$28.00 | £22.00
Hardback
256 pages | 139.7mm : 215.9mm
2022

Business & Economics / Strategic Planning
Columbia Business School Publishing



Profitably Healthy Companies

Principles of Organizational Growth and Development

Michael O'Malley, Warner Burke

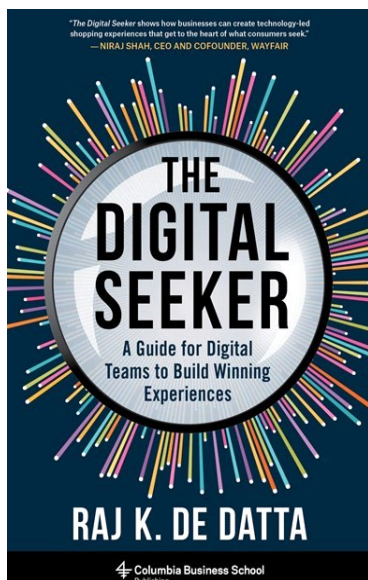
Every company faces challenges, but some are able to achieve long-term vitality while others flame out. What distinguishes a healthy, high-performing organization? Which ingredients, decisions, and values result in a business that is built for the long haul?

Profitably Healthy Companies lays out ten essential principles of organizational development for sustained success. Bringing together practical and academic expertise, W. Warner Burke and Michael O'Malley detail proven methods for every organization at each level. They demonstrate why a focus on employee and community well-being is more likely to ensure lasting profitability than a single-minded focus on the bottom line. Burke and O'Malley explain the keys to company resilience, examining safeguards against decline and disaster as well as tools for generative renewal and growth. They show how organizational culture encourages optimal performance, flexible and adaptive corporate strategy, and employee motivation and commitment. The book emphasizes up-to-the-moment issues, such as how to center diversity and inclusion and the promise and pitfalls of remote work.

Burke and O'Malley base their recommendations on research in organizational psychology as well as their own extensive consultative experience, providing a rich array of case studies and examples. *Profitably Healthy Companies* is a clear and authoritative guide for practitioners, leaders, and decision makers, synthesizing an all-inclusive treatment of organizational life with a comprehensive checklist of what organizations must do in order to thrive.

9780231186919
\$35.00 | £28.00
Paperback
336 pages | 152.4mm : 228.6mm
2022

BUSINESS & ECONOMICS / Organizational Development
Columbia Business School Publishing



The Digital Seeker

A Guide for Digital Teams to Build Winning Experiences

Raj K. De Datta

A WALL STREET JOURNAL BUSINESS BESTSELLER

The internet was supposed to connect us to endless possibilities. So why do we keep ending up browsing the same old sites and best-seller lists? When sellers don't offer potential customers a compelling digital experience, consumers miss out on great products—and businesses miss a vital opportunity to grow.

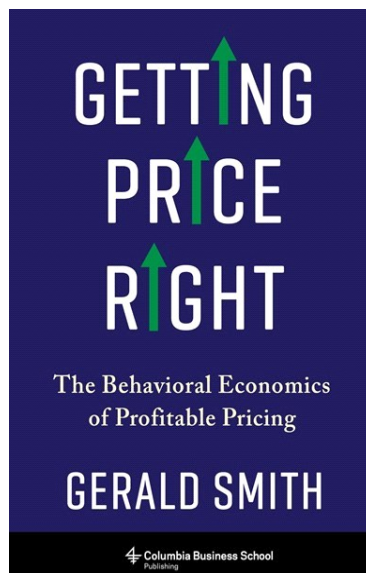
Raj K. De Datta, the founder of a company that powers digital-commerce experiences for many of the world's biggest brands, offers an actionable playbook for companies looking to deliver better digital experiences. His key insight is that exceptional digital experiences are much more than marketplaces. They don't just serve customers' transactional needs but rather address the deeper problems for which they seek solutions. They are built on a digital-experience platform that provides agile, personalized, scalable performance. And they are created by product-centric digital teams, not traditional organizations.

The Digital Seeker distills key lessons from the compelling stories of innovative businesses: not just tech companies but companies spanning a wide range of industries, including amusement parks, fashion, sports, health care, distribution, and the public sector. De Datta defines and explains the power of the seeker-centric philosophy—translating it into a core operational playbook for digital teams to achieve transformative results.

Importantly, this book also offers crucial insights into the impact of the COVID-19 pandemic on our digital lives and the long-term effects it will have on digital experiences of the future.

9780231202206
\$24.95 | £20.00
Hardback
200 pages | 139.7mm : 215.9mm
2021

Business & Economics / E-Commerce
Columbia Business School Publishing



Getting Price Right

The Behavioral Economics of Profitable Pricing
Gerald Smith

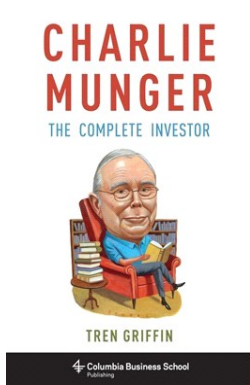
How do leaders, managers, and proprietors go about the essential task of setting prices? What biases enter into this process, and why? How can a business debias its price setting to become more productive, strategic, and profitable?

Combining perceptive insights from behavioral economics with leading-edge ideas on price management, this book offers a new approach to pricing. Gerald Smith demonstrates why understanding, reframing, and refining everyday pricing processes—a firm's or manager's pricing orientation—results in a better long-term pricing strategy. He explores how pricing actually happens in practice and shows how to identify and remove the psychological blinders that cause suboptimal decisions and policies. Smith details how to improve pricing orientation by combining the soft behavioral skills that intuitively shape and refine pricing practice with the hard analytic skills that guide and structure pricing strategy. The result is more rational and more profitable pricing—with respect to not only revenue and profitability but also employee productivity and customer satisfaction.

Offering an accessible and actionable model, *Getting Price Right* is the first book to apply behavioral economics to managerial price setting. It is a must-read for corporate business leaders, thought leaders, and professionals interested in advances in pricing and for managers, entrepreneurs, proprietors, and small and midsize business owners whose everyday work involves pricing.

9780231190701
\$40.00 | £30.00
Hardback
352 pages | 152.4mm : 228.6mm
2021

Business & Economics / Consumer Behavior
Columbia Business School Publishing
Columbia Business School Publishing

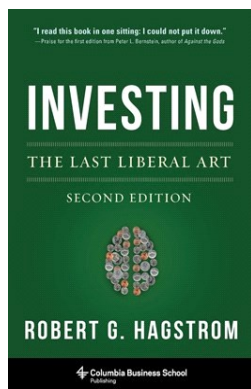


Charlie Munger

The Complete Investor

Tren Griffin

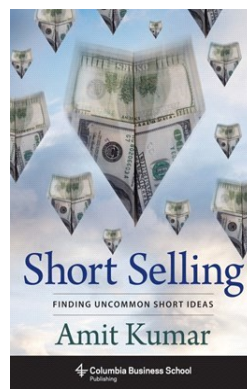
9780231170994
\$18.95 | £14.99
Paperback | 2017
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**



Investing: The Last Liberal Art

Robert G. Hagstrom

9780231160100
\$27.95 | £22.00
Hardback | 2013
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**



Short Selling

Finding Uncommon Short Ideas

Amit Kumar

9780231172240
\$37.00 | £30.00
Hardback | 2016
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**

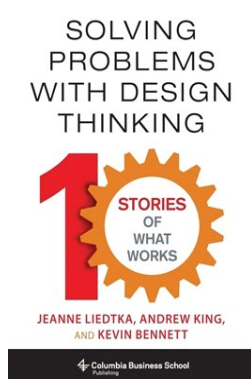


Designing for Growth

A Design Thinking Tool Kit for Managers

Jeanne Liedtka, Tim Ogilvie

9780231158381
\$29.95 | £25.00
Hardback | 2011
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**

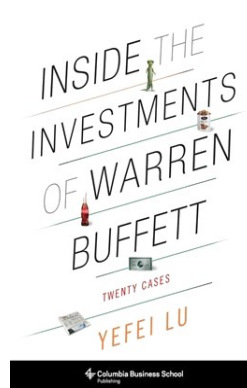


Solving Problems with Design Thinking

Ten Stories of What Works

Jeanne Liedtka, Andrew King, Kevin Bennett

9780231163569
\$29.95 | £25.00
Hardback | 2013
Business & Economics
Columbia Business
School Publishing
**Columbia Business
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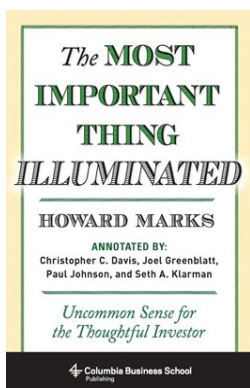


Inside the Investments of Warren Buffett

Twenty Cases

Yefei Lu

9780231164634
\$25.00 | £20.00
Paperback | 2018
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**

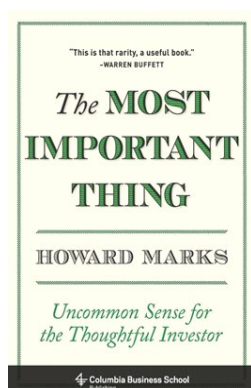


The Most Important Thing Illuminated

Uncommon Sense for the Thoughtful Investor

Howard Marks, Bruce C. Greenwald

9780231162845
\$29.95 | £25.00
Hardback | 2013
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**

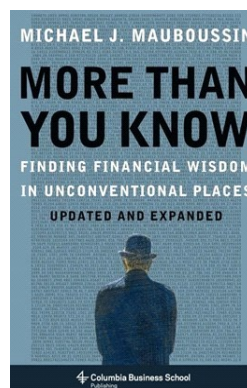


The Most Important Thing

Uncommon Sense for the Thoughtful Investor

Howard Marks

9780231153683
\$29.95 | £25.00
Hardback | 2011
Business & Economics
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School Publishing
**Columbia Business
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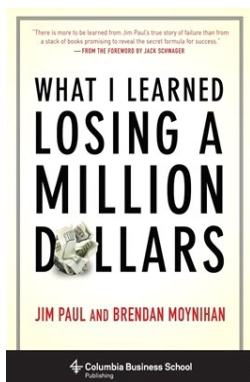


More Than You Know

Finding Financial Wisdom in Unconventional Places (Updated and Expanded)

Michael J. Mauboussin

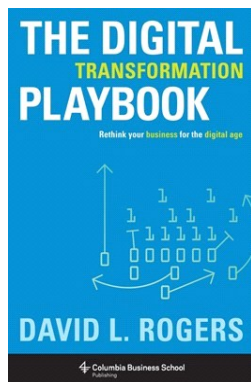
9780231143738
\$18.95 | £14.99
Paperback | 2013
Business & Economics
Columbia Business
School Publishing
**Columbia
University Press**



What I Learned Losing a Million Dollars

Jim Paul, Brendan Moynihan, Jack Schwager

9780231164689
\$27.95 | £22.00
Hardback | 2013
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**

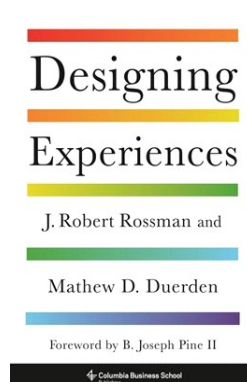


The Digital Transformation Playbook

Rethink Your Business for the Digital Age

David L. Rogers

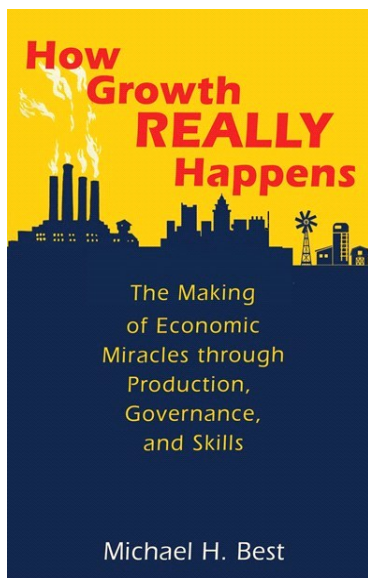
9780231175449
\$29.95 | £25.00
Hardback | 2016
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**



Designing Experiences

J. Robert Rossman, Mathew D. Duerden, B. Joseph Pine II

9780231191685
\$30.00 | £25.00
Hardback | 2019
Business & Economics
Columbia Business
School Publishing
**Columbia Business
School Publishing**



How Growth Really Happens

The Making of Economic Miracles through
Production, Governance, and Skills

Michael H. Best

A groundbreaking study that shows how countries can create innovative, production-based economies for the twenty-first century

Achieving economic growth is one of today's key challenges. In this groundbreaking book, Michael Best argues that to understand how successful growth happens we need an economic framework that focuses on production, governance, and skills.

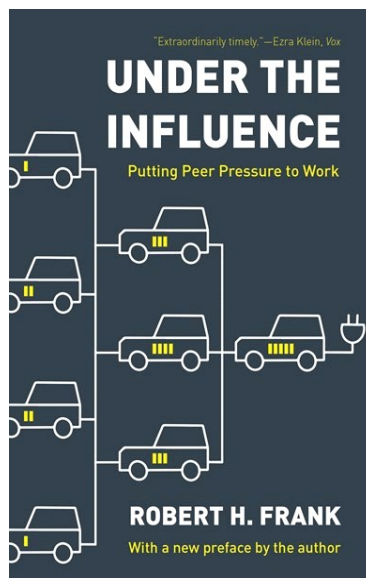
This production-centric framework is the culmination of three simultaneous journeys. The first has been Best's visits to hundreds of factories worldwide, starting early as the son of a labor organizer and continuing through his work as an academic and industrial consultant. The second is a survey of two hundred years of economic thought from Babbage to Krugman, with stops along the way for Marx, Marshall, Young, Penrose, Richardson, Schumpeter, Kuznets, Abramovitz, Keynes, and Jacobs. The third is a tour of historical episodes of successful and failed transformations, focusing sharply on three core elements—the production system, business organization, and skill formation—and their interconnections.

Best makes the case that government should create the institutional infrastructures needed to support these elements and their interconnections rather than subsidize individual enterprises. The power of Best's alternative framework is illustrated by case studies of transformative experiences previously regarded as economic "miracles": America's World War II industrial buildup, Germany's postwar recovery, Greater Boston's innovation system, Ireland's tech-sector boom, and the rise of the Asian Tigers and China.

Accessible and engaging, *How Growth Really Happens* is required reading for anyone who wants to advance today's crucial debates about industrial policy, climate change, globalization, technological change, and the future of work.

9780691227252
\$22.95 | £17.99
Paperback
320 pages | 155.57mm : 234.95mm
2021

Business & Economics / Development
Princeton University Press



Under the Influence

Putting Peer Pressure to Work

Robert H. Frank

From *New York Times* bestselling author and economics columnist Robert Frank, bold new ideas for creating environments that promise a brighter future

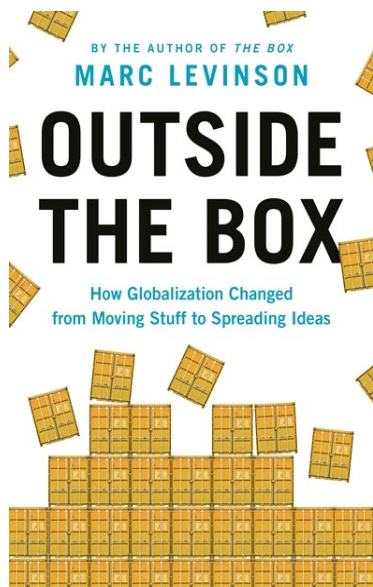
Psychologists have long understood that social environments profoundly shape our behavior, sometimes for the better, often for the worse. But social influence is a two-way street—our environments are themselves products of our behavior. *Under the Influence* explains how to unlock the latent power of social context. It reveals how our environments encourage smoking, bullying, tax cheating, sexual predation, problem drinking, and wasteful energy use. We are building bigger houses, driving heavier cars, and engaging in a host of other activities that threaten the planet—mainly because that's what friends and neighbors do.

In the wake of the hottest years on record, only robust measures to curb greenhouse gases promise relief from more frequent and intense storms, droughts, flooding, wildfires, and famines. Robert Frank describes how the strongest predictor of our willingness to support climate-friendly policies, install solar panels, or buy an electric car is the number of people we know who have already done so. In the face of stakes that could not be higher, the book explains how we could redirect trillions of dollars annually in support of carbon-free energy sources, all without requiring painful sacrifices from anyone.

Most of us would agree that we need to take responsibility for our own choices, but with more supportive social environments, each of us is more likely to make choices that benefit everyone. *Under the Influence* shows how.

9780691227108
\$18.95 | £14.99
Paperback
320 pages | 133.35mm : 203.2mm
2021

Business & Economics / Economics
Princeton University Press



Outside the Box

How Globalization Changed from Moving Stuff to Spreading Ideas

Marc Levinson

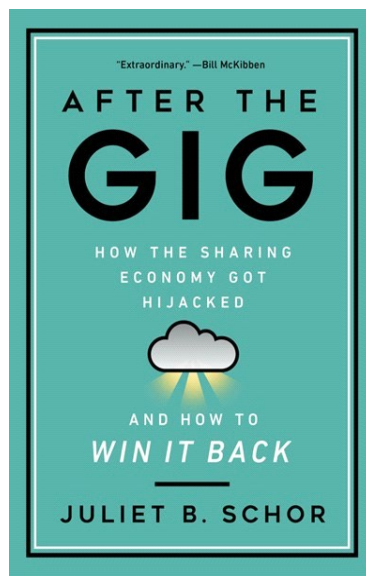
From the acclaimed author of *The Box*, a new history of globalization that shows us how to navigate its future

Globalization has profoundly shaped the world we live in, yet its rise was neither inevitable nor planned. It is also one of the most contentious issues of our time. While it may have made goods less expensive, it has also sent massive flows of money across borders and shaken the global balance of power. *Outside the Box* offers a fresh and lively history of globalization, showing how it has evolved over two centuries in response to changes in demographics, technology, and consumer tastes.

Marc Levinson, the acclaimed author of *The Box*, tells the story of globalization through the people who eliminated barriers and pursued new ways of doing business. He shows how the nature of globalization changed dramatically in the 1980s with the creation of long-distance value chains. This new type of economic relationship shifted manufacturing to Asia, destroying millions of jobs and devastating industrial centers in North America, Europe, and Japan. Levinson describes how improvements in transportation, communications, and computing made international value chains possible, but how globalization was taken too far because of large government subsidies and the systematic misjudgment of risk by businesses. As companies began to account properly for the risks of globalization, cross-border investment fell sharply and foreign trade lagged long before Donald Trump became president and the coronavirus disrupted business around the world.

In *Outside the Box*, Levinson explains that globalization is entering a new era in which moving stuff will matter much less than moving services, information, and ideas.

9780691227092
\$18.95 | £14.99
Paperback
288 pages | 133.35mm : 203.2mm
2021
Princeton University Press



After the Gig

How the Sharing Economy Got Hijacked and How to Win It Back

Juliet Schor

Management & Workplace Culture Book of the Year, 2020 Porchlight Business Book Awards

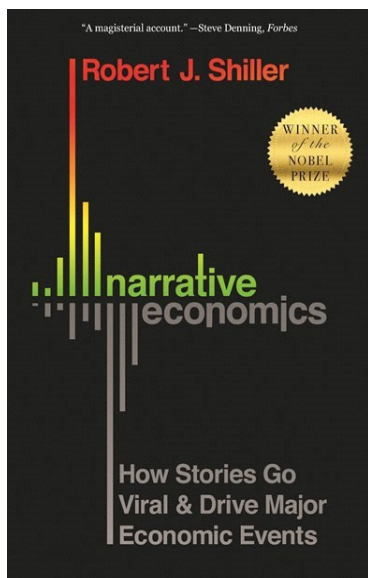
A *Publishers Weekly* Fall 2020 Big Indie Book

The dark side of the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited.

When the “sharing economy” launched a decade ago, proponents claimed that it would transform the experience of work—giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability.

Nevertheless, the basic model—a peer-to-peer structure augmented by digital tech—holds the potential to meet its original promises. Based on nearly a decade of pioneering research, *After the Gig* dives into what went wrong with this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.

9780520385672
\$24.95 | £20.00
Paperback
272 pages | 149mm : 219mm
2021
Business & Economics / Labor
University of California Press



Narrative Economics

How Stories Go Viral and Drive Major Economic Events

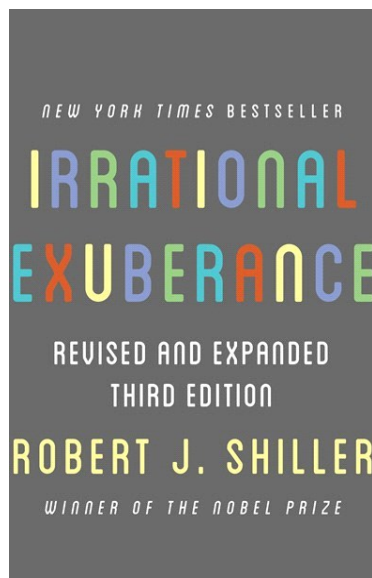
Robert J. Shiller

From Nobel Prize–winning economist and *New York Times* bestselling author Robert Shiller, a groundbreaking account of how stories help drive economic events—and why financial panics can spread like epidemic viruses

Stories people tell—about financial confidence or panic, housing booms, or Bitcoin—can go viral and powerfully affect economies, but such narratives have traditionally been ignored in economics and finance because they seem anecdotal and unscientific. In this groundbreaking book, Robert Shiller explains why we ignore these stories at our peril—and how we can begin to take them seriously. Using a rich array of examples and data, Shiller argues that studying popular stories that influence individual and collective economic behavior—what he calls “narrative economics”—may vastly improve our ability to predict, prepare for, and lessen the damage of financial crises and other major economic events. The result is nothing less than a new way to think about the economy, economic change, and economics. In a new preface, Shiller reflects on some of the challenges facing narrative economics, discusses the connection between disease epidemics and economic epidemics, and suggests why epidemiology may hold lessons for fighting economic contagions.

9780691210261
\$19.95 | £14.99
Paperback
408 pages | 133.35mm : 203.2mm
2020

Business & Economics / Economics
Princeton University Press



Irrational Exuberance

Revised and Expanded Third Edition

Robert J. Shiller

Why the irrational exuberance of investors hasn't disappeared since the financial crisis

In this revised, updated, and expanded edition of his *New York Times* bestseller, Nobel Prize–winning economist Robert Shiller, who warned of both the tech and housing bubbles, cautions that signs of irrational exuberance among investors have only increased since the 2008–9 financial crisis. With high stock and bond prices and the rising cost of housing, the post-subprime boom may well turn out to be another illustration of Shiller's influential argument that psychologically driven volatility is an inherent characteristic of all asset markets. In other words, *Irrational Exuberance* is as relevant as ever. Previous editions covered the stock and housing markets—and famously predicted their crashes. This edition expands its coverage to include the bond market, so that the book now addresses all of the major investment markets. It also includes updated data throughout, as well as Shiller's 2013 Nobel Prize lecture, which places the book in broader context. In addition to diagnosing the causes of asset bubbles, *Irrational Exuberance* recommends urgent policy changes to lessen their likelihood and severity—and suggests ways that individuals can decrease their risk before the next bubble bursts. No one whose future depends on a retirement account, a house, or other investments can afford not to read this book.

9780691173122
\$19.95 | £14.99
Paperback
392 pages | 127mm : 203.2mm
2016

Business & Economics / Economics
Princeton University Press

Robert J.
Shiller

Finance
and the
Good
Society

WITH A NEW
PREFACE BY
THE AUTHOR

Finance and the Good Society

Robert J. Shiller

Nobel Prize-winning economist explains why we need to reclaim finance for the common good

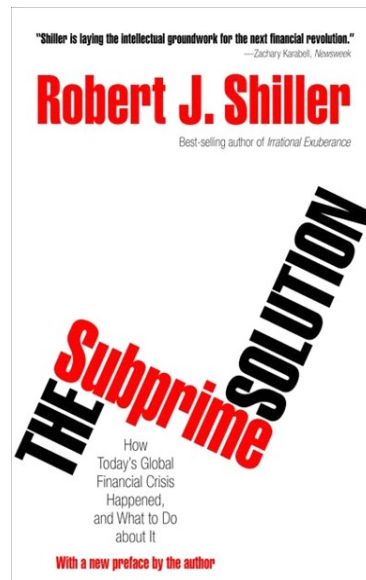
The reputation of the financial industry could hardly be worse than it is today in the painful aftermath of the 2008 financial crisis. *New York Times* best-selling economist Robert Shiller is no apologist for the sins of finance—he is probably the only person to have predicted both the stock market bubble of 2000 and the real estate bubble that led up to the subprime mortgage meltdown. But in this important and timely book, Shiller argues that, rather than condemning finance, we need to reclaim it for the common good. He makes a powerful case for recognizing that finance, far from being a parasite on society, is one of the most powerful tools we have for solving our common problems and increasing the general well-being. We need more financial innovation—not less—and finance should play a larger role in helping society achieve its goals.

Challenging the public and its leaders to rethink finance and its role in society, Shiller argues that finance should be defined not merely as the manipulation of money or the management of risk but as the stewardship of society's assets. He explains how people in financial careers—from CEO, investment manager, and banker to insurer, lawyer, and regulator—can and do manage, protect, and increase these assets. He describes how finance has historically contributed to the good of society through inventions such as insurance, mortgages, savings accounts, and pensions, and argues that we need to envision new ways to rechannel financial creativity to benefit society as a whole.

Ultimately, Shiller shows how society can once again harness the power of finance for the greater good.

9780691158099
\$19.95 | £14.99
Paperback
312 pages | 152.4mm : 234.95mm
2013

Business & Economics / Finance
Princeton University Press



The Subprime Solution

How Today's Global Financial Crisis Happened,
and What to Do about It

Robert J. Shiller

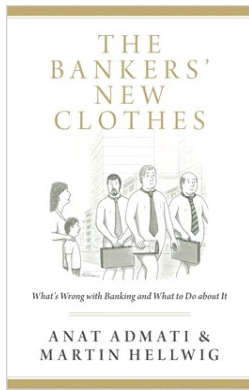
The subprime mortgage crisis has already wreaked havoc on the lives of millions of people and now it threatens to derail the U.S. economy and economies around the world. In this trenchant book, best-selling economist Robert Shiller reveals the origins of this crisis and puts forward bold measures to solve it. He calls for an aggressive response—a restructuring of the institutional foundations of the financial system that will not only allow people once again to buy and sell homes with confidence, but will create the conditions for greater prosperity in America and throughout the deeply interconnected world economy.

Shiller blames the subprime crisis on the irrational exuberance that drove the economy's two most recent bubbles—in stocks in the 1990s and in housing between 2000 and 2007. He shows how these bubbles led to the dangerous overextension of credit now resulting in foreclosures, bankruptcies, and write-offs, as well as a global credit crunch. To restore confidence in the markets, Shiller argues, bailouts are needed in the short run. But he insists that these bailouts must be targeted at low-income victims of subprime deals. In the longer term, the subprime solution will require leaders to revamp the financial framework by deploying an ambitious package of initiatives to inhibit the formation of bubbles and limit risks, including better financial information; simplified legal contracts and regulations; expanded markets for managing risks; home equity insurance policies; income-linked home loans; and new measures to protect consumers against hidden inflationary effects.

This powerful book is essential reading for anyone who wants to understand how we got into the subprime mess—and how we can get out. In a new preface to this powerful book, Shiller discusses the development of the crisis in relation to the ideas presented in *The Subprime Solution*.

9780691156323
\$14.95 | £11.99
Paperback
224 pages | 139.7mm : 215.9mm
2012

Business & Economics / Economics
Princeton University Press

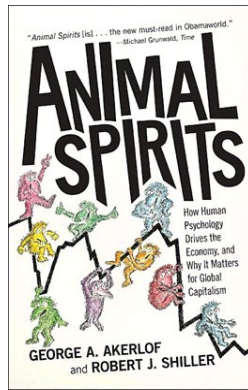


The Bankers' New Clothes

What's Wrong with Banking and What to Do about It - Updated Edition

Anat Admati, Martin Hellwig

9780691162386
\$18.95 | £14.99
Paperback | 2014
Business & Economics
Princeton University Press

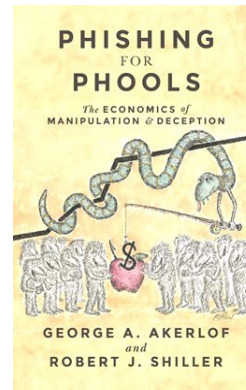


Animal Spirits

How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism

George A. Akerlof, Robert J. Shiller

9780691145921
\$16.95 | £12.99
Paperback | 2010
Business & Economics
Princeton University Press

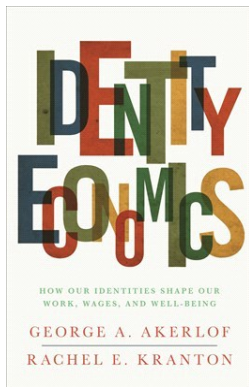


Phishing for Phools

The Economics of Manipulation and Deception

George A. Akerlof, Robert J. Shiller

9780691173023
\$16.95 | £12.99
Paperback | 2016
Business & Economics
Princeton University Press

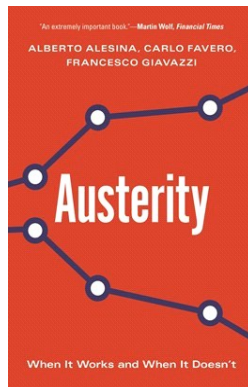


Identity Economics

How Our Identities Shape Our Work, Wages, and Well-Being

George A. Akerlof, Rachel Kranton, Rachel E. Kranton

9780691152554
\$19.95 | £14.99
Paperback | 2011
Business & Economics
Princeton University Press

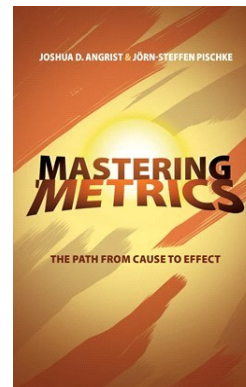


Austerity

When It Works and When It Doesn't

Alberto Alesina, Carlo Favero, Francesco Giavazzi

9780691208633
\$22.95 | £17.99
Paperback | 2021
Business & Economics
Princeton University Press

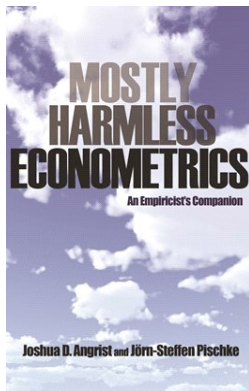


Mastering Metrics

The Path from Cause to Effect

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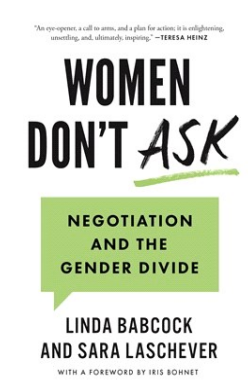


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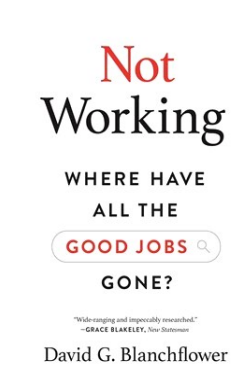


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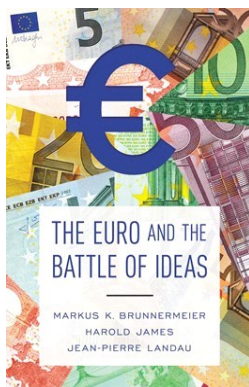


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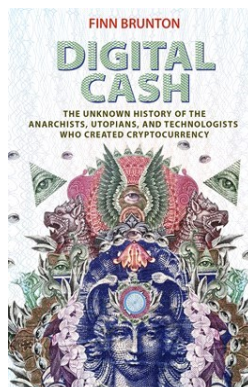
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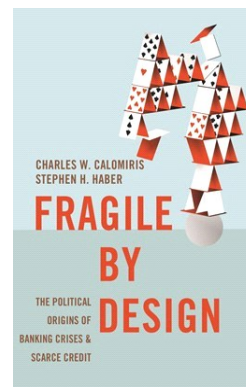


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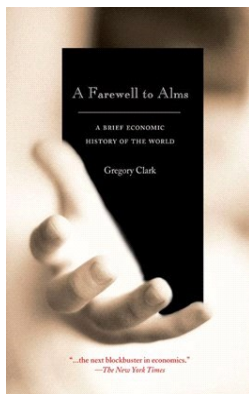
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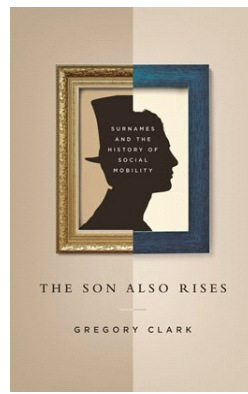
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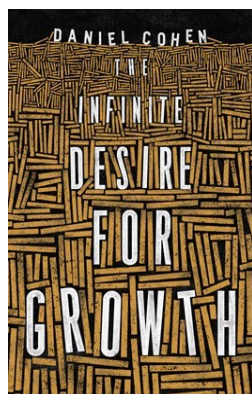


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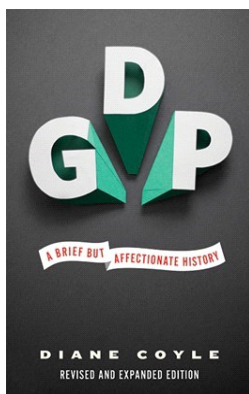
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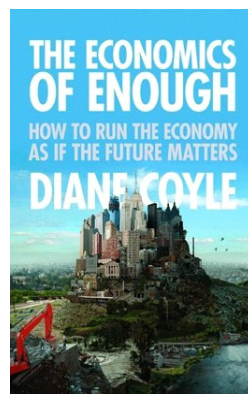


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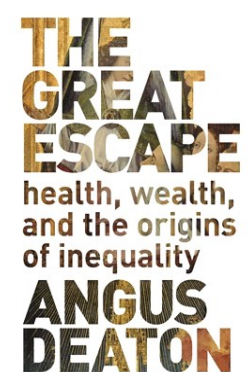


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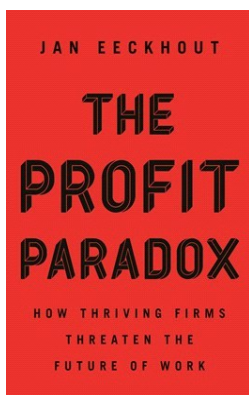


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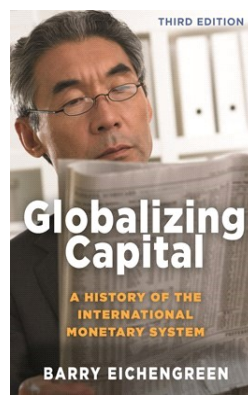


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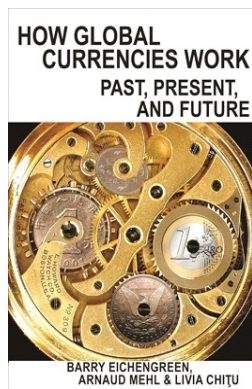


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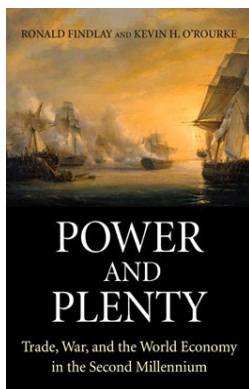


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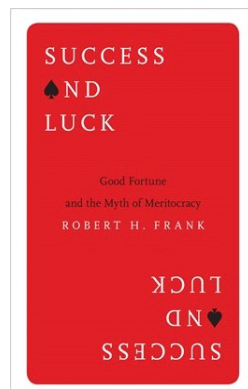


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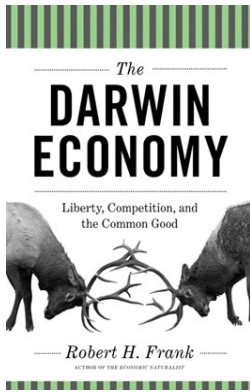


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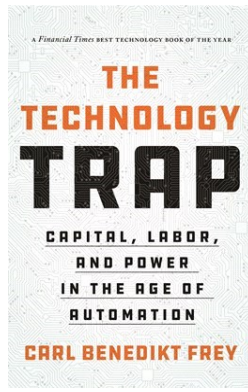


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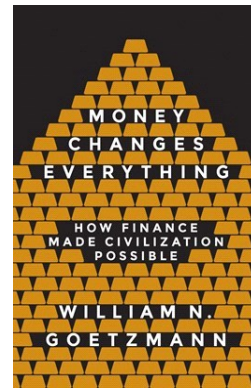


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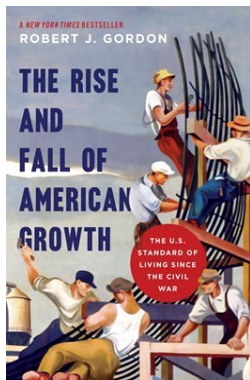


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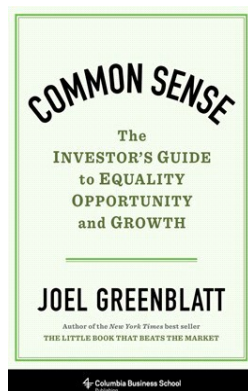


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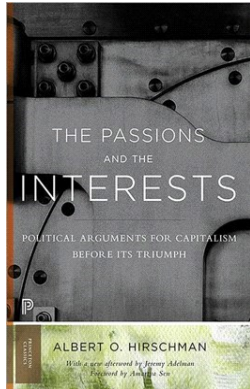


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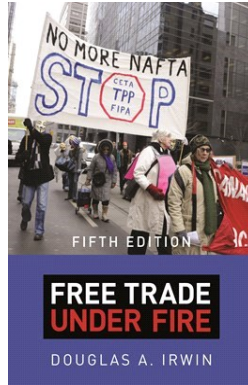


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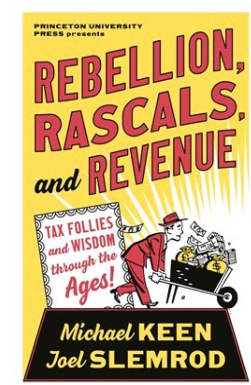


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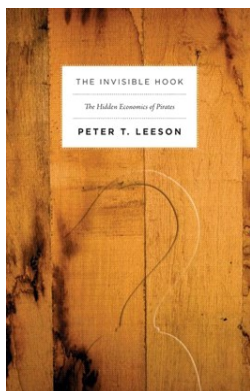


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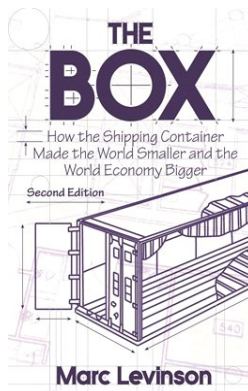


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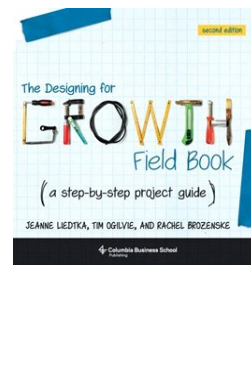


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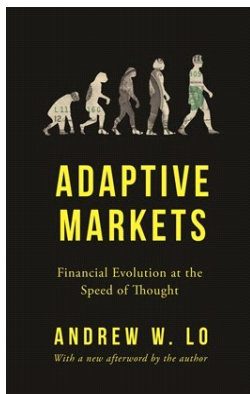


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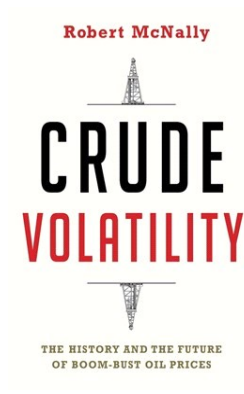
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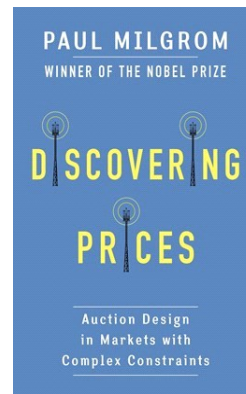
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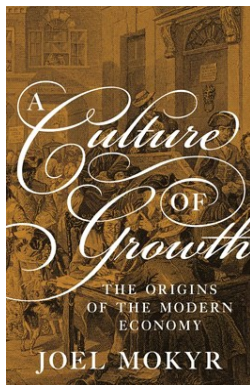
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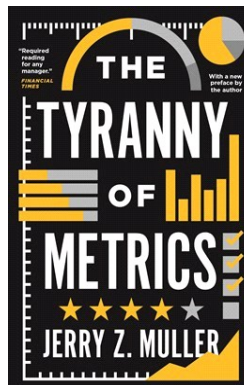
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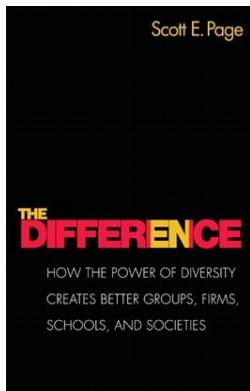
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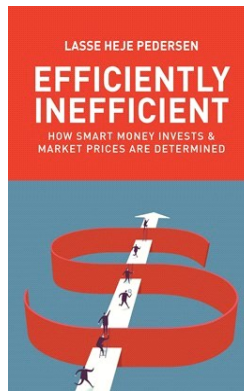
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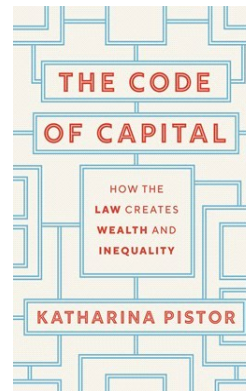
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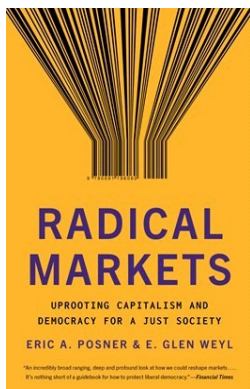
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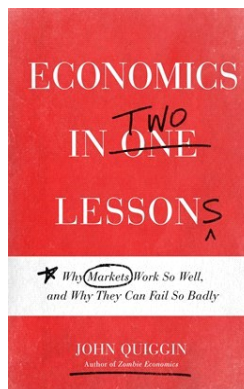
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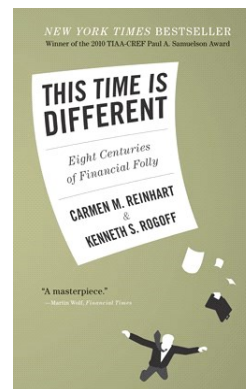
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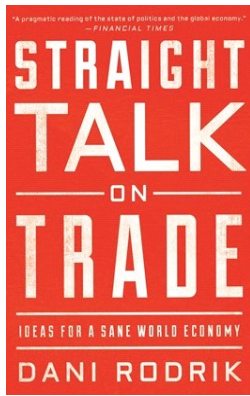
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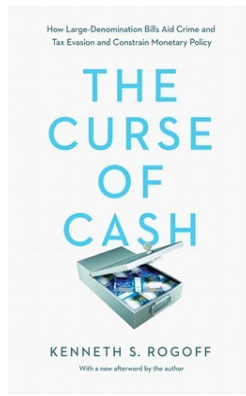


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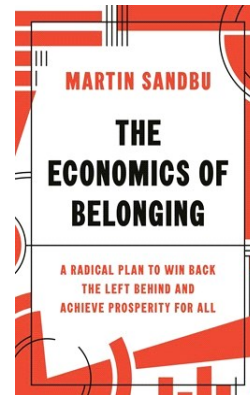


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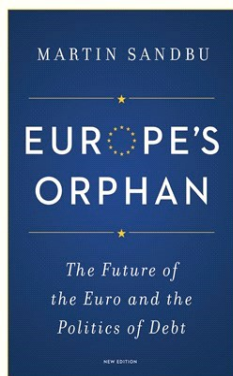


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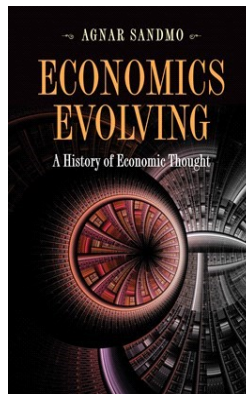


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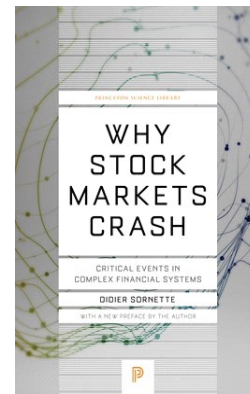


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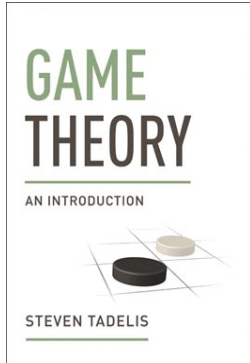


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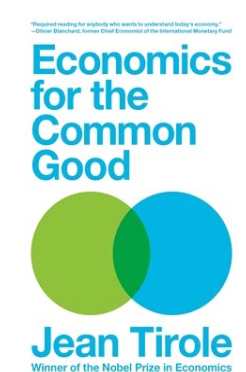


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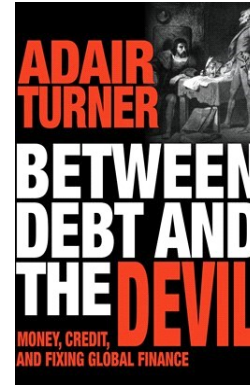
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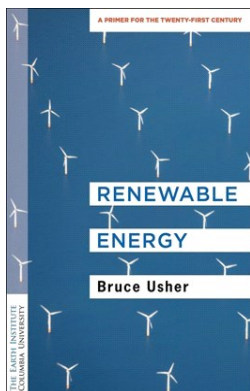


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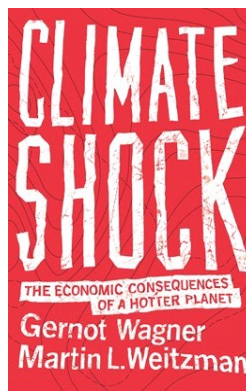


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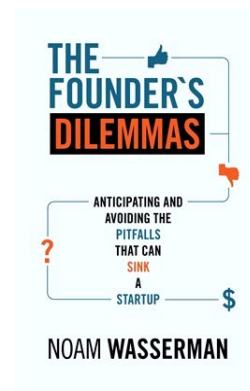


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