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The Business of Sports Agents
Third Edition
Kenneth L. Shropshire, Timothy Davis, and N. Jeremi Duru

In The Business of Sports Agents, Kenneth L. Shropshire, Timothy Davis, and N. Jeremi Duru, experts in the fields of sports business and law, examine the history of the sports agent business and the rules and laws developed to regulate the profession. They also consider recommendations for reform, including uniform laws that would apply to all agents, redefining amateurism in college sports, and stiffening requirements for licensing agents.

This revised and expanded third edition brings the volume up to date on recent changes in the industry, including:
• the emergence and dominance of companies such as Creative Artists Agency and Wasserstein Media Group
• high-profile cases of agent misconduct, principally Josh Luchs, whose agent certification was revoked by the NFLPA
• legal challenges against the NCAA that may fundamentally change the definition of amateurism
• changes to agent regulations resulting from new collective bargaining agreements in all of the major professional sports
• evaluation of the effectiveness of the Uniform Athlete Agents Act (2000) to regulate agent conduct
• issues faced by the increasing number of agents representing athletes who work abroad as well as athletes from abroad who work in the United States.

Whether aspiring sports agent, lawyer, athlete seeking an agent, or simply interested in understanding the world of sports representation, the reader will find in The Business of Sports Agents the most comprehensive overview of the industry as well as a straightforward analysis of its problems and proposed solutions.

Kenneth L. Shropshire is the David W. Hauck Professor at the Wharton School, University of Pennsylvania.

Timothy Davis is the John W. and Ruth H. Turnage Professor of Law at Wake Forest University School of Law.

N. Jeremi Duru is Professor of Law at Washington College of Law, American University.

[PENNSYLVANIA]
Apr 2016 | 304 pages | 6 x 9
ISBN 978-0-8122-4815-9 | Cloth | $29.95s | £19.50
World Rights | Business
Globalized Fruit, Local Entrepreneurs
How One Banana-Exporting Country Achieved Worldwide Reach
Douglas Southgate and Lois Roberts

Bananas are the fifth most widely traded farm product. While the results of monopolization in the banana business, such as environmental contamination and the exploitation of labor, are frequently criticized, Globalized Fruit, Local Entrepreneurs demonstrates that the industry is not globally uniform, nor uniformly rotten. Douglas Southgate and Lois Roberts challenge the perception that multinational corporations face no significant competitors in the banana business and argue that Ecuador and Colombia are important sources of competition. Focusing on Ecuador, the world’s leading exporter of bananas since the early 1950s, Globalized Fruit, Local Entrepreneurs highlights the factors that led to the development of independent fruit industries, including environmental conditions, governmental policies, and, most significantly, entrepreneurship on the part of local growers and exporters.

Although multinational firms headquartered in the United States have been active in the country, Ecuador has never been a banana republic, dominated economically and politically by a foreign corporation. Instead, Southgate and Roberts show that a competitive market for tropical fruit exists in and around Guayaquil, a port city dedicated to international commerce for centuries. Moreover, that market has consistently rewarded productive entrepreneurship. Drawing on interviews and archival research, Southgate and Roberts investigate leading exporters’ and growers’ origins, which are more humble than privileged, as well as their paths to success in the banana business. Globalized Fruit, Local Entrepreneurs shows that international marketing by Guayaquil-based merchants has been aggressive and innovative. As a result, Ecuador’s tropical fruit sector has expanded more than it would have done had multinational corporate dominance never been challenged.

Douglas Southgate is Emeritus Professor of Agricultural, Environmental, and Developmental Economics at The Ohio State University.

Lois Roberts formerly taught Latin American history and culture in the Department of National Security Affairs at the Naval Postgraduate School in Monterey, California.

“Based on sound historical and contemporary assessment, Globalized Fruit, Local Entrepreneurs refreshingly corrects conventional wisdom about the banana industry.”
—Joachim von Braun, University of Bonn

“Globalized Fruit, Local Entrepreneurs is an entertaining and insightful work providing a synthetic, alternative history of the banana industry.”
—Paul Sabin, Yale University
After Capitalism
Horizons of Finance, Culture, and Citizenship

Edited by Kennan Ferguson and Patrice Petro

"Imagination and passion fuel these essays, which confront the worst of capitalism's violence and the terrors of capitalism's aftermath. A timely and well-edited collection, After Capitalism begins a crucial conversation among political economics, representation and imaging, and geopolitical mapping."
—Amy Villarejo, Cornell University

From Thomas Piketty to David Harvey, scholars are increasingly questioning whether we are entering into a post-capitalist era. Is so, does this new epoch signal the failure of capitalism and emergence of alternative systems? Or does it mark the ultimate triumph of capitalism as it evolves into an unstoppable entity that takes new forms as it engulfs its opposition?

After Capitalism brings together leading scholars from across the academy to offer competing perspectives on capitalism's past incarnations, present conditions, and possible futures. Some contributors reassess classic theorizations of capitalism in light of recent trends, including real estate bubbles, debt relief protests, and the rise of a global creditocracy. Others examine Marx's writings, unemployment, hoarding, "capitalist realism," and coyote (trickster) capitalism, among many other topics. Media and design trends locate the key ideologies of the current economic moment, with authors considering everything from the austerity aesthetics of reality TV to the seductive smoothness of liquid crystal.

Even as it draws momentous conclusions about global economic phenomena, After Capitalism also pays close attention to locales as varied as Cuba, India, and Latvia, examining the very different ways that economic conditions have affected the relationship between the state and its citizens. Collectively, these essays raise provocative questions about how we should imagine capitalism in the twenty-first century. Will capitalism, like all economic systems, come to an end, or does there exist in history or elsewhere a hidden world that is already post-capitalist, offering alternative possibilities for thought and action?

Kennan Ferguson is an associate professor of political theory at the University of Wisconsin-Milwaukee, where he also directs the Center for 21st Century Studies. He is the author or coeditor of several books, including All in the Family: On Community and Incommensurability.

Patrice Petro is a professor of English and film studies at the University of Wisconsin-Milwaukee, where she also serves as vice provost and director of the Center for International Education. She is the author, editor, or coeditor of eleven books, including Idols of Modernity: Movie Stars of the 1920s and Rethinking Global Security: Media, Popular Culture, and the "War on Terror" (both by Rutgers University Press).

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Using the case study method, the books in this series explore decisions women leaders make in a variety of fields.

**Junctures in Women’s Leadership: Business**

EDITED BY LISA HETFIELD AND DANA M. BRITTON

“This unique and bold publication is an extremely useful book for teaching, provoking self-reflection and analysis of the choices made by women in business.”

—Mary Ellen Clark, Executive Director, New York City Employment and Training Coalition

How have women managed to break through the glass ceiling of the business world, and what management techniques do they employ once they ascend to the upper echelons of power? What difficult situations have these female business leaders faced, and what strategies have they used to resolve those challenges?

**Junctures in Women’s Leadership: Business** answers these questions by highlighting the professional accomplishments of twelve remarkable women and examining how they responded to critical leadership challenges. Some of the figures profiled in the book are household names, including lifestyle maven Martha Stewart, influential chef Alice Waters, and trailblazing African American entrepreneur Madame C.J. Walker. Others have spent less time in the public eye, such as Johnson & Johnson executive JoAnn Heffernan Hieken, Verizon Senior Vice President Diane McCarthy, Wells Fargo technology leader Avid Modjtabai, Xerox CEO Ursula Burns, Spanx founder Sara Blakely, inventor Jane ni Dhuichaoileigh, engineering firm President Roweline Marston, Calvert Investments President and CEO Barbara Krumsiek, and Merrill Lynch executive Sabha Barry. These women, from diverse backgrounds, have played important roles in their respective corporations and many have worked to improve the climate for women in male-dominated industries.

This is a book about women who are leading change in business. Their stories illuminate the ways women are using their power and positions—whether from the middle ranks or the top, whether from within companies or by creating their own companies. Each case study in **Junctures in Women’s Leadership: Business** includes a compelling and instructive story of how a woman business leader handled a critical juncture or crisis in her career. Not only does the book offer an inspiring composite portrait of women succeeding in the business world, it also provides leadership lessons that will benefit readers regardless of gender.

LISA HETFIELD is an associate director and director of development for the Institute for Women’s Leadership at Rutgers University, New Brunswick. She is a co-founder of several leadership programs, including the Rutgers Executive Leadership Program for Professional Women.

DANA M. BRITTON is a professor of labor studies and director of the Center for Women and Work at Rutgers University, New Brunswick. She is the author of *Art Work in the Iron Cage and The Gender of Crime*, and is editor emerita of the journal *Gender & Society*.

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ALSO OF INTEREST

**TALKING LEADERSHIP Conversations with Powerful Women**

Mary Hartman

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Junctures in Women’s Leadership: Social Movements

Edited by MARY K. TRIGG and ALISON R. BERNSTEIN

“An important and unique contribution.”
—Sally J. Kenney, Newcomb College Endowed Chair and Executive Director, Newcomb College Institute, Tulane University

From Eleanor Roosevelt to Gloria Steinem to HIV/AIDS activist Dazon Dixon Diallo, women have assumed leadership roles in struggles for social justice. How did these remarkable women ascend to positions of influence? And once in power, what leadership strategies did they use to deal with various challenges?

Junctures in Women’s Leadership: Social Movements explores these questions by introducing twelve women who have spearheaded a wide array of social movements that span the 1940s to the present, working for indigenous peoples’ rights, gender equality, reproductive rights, labor advocacy, environmental justice, and other causes. The women profiled here work in a variety of arenas across the globe: Planned Parenthood CEO Cecile Richards, New York City labor organizer Bhairavi Desai, women’s rights leader Charlotte Bunch, feminist poet Audre Lorde, civil rights activists Daisy Bates and Aileen Clarke Hernandez, Kenyan environmental activist Wangari Maathai, Nicaraguan revolutionary Mirna Cunningham, and South African public prosecutor Thuli Madonsela. What unites them all is the way these women made sacrifices, asked critical questions, challenged injustice, and exhibited the will to act in the face of often-harsh criticism and violence.

The case studies in Junctures in Women’s Leadership: Social Movements demonstrate the diversity of ways that women around the world have practiced leadership, in many instances overcoming rigid cultural expectations about gender. Moreover, the cases provide a unique window into the ways that women leaders make decisions at moments of struggle and historical change.

MARY K. TRIGG is an associate professor in the Department of Women’s and Gender Studies at Rutgers University, where she serves as director of leadership programs and research at the Institute for Women’s Leadership. She is the author of Leading the Way: Young Women’s Activism for Social Change and Feminism as Life’s Work: Four Modern American Women through Two World Wars (both Rutgers University Press).

ALISON R. BERNSTEIN is a professor of history at Rutgers University, where she serves as director of the Institute for Women’s Leadership (IWL) Consortium. She is the author of several books, including Funding the Future: Philanthropy’s Influence in American Higher Education and Melting Pots and Rainbow Nations: Conversations about Difference in the United States and South Africa.

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[RUTGERS]
When Good Jobs Go Bad
Globalization, De-unionization, and Declining Job Quality in the North American Auto Industry

JEFFREY S. ROTHSTEIN

“It’s not just McDonald’s and Wal-Mart. Rothstein brilliantly illuminates how even auto assembly jobs—still among the best blue-collar jobs—have been steadily degraded by global corporations. An essential contribution to understanding work in the global economy.”
—Chris Tilly, director, Institute for Research on Labor and Employment, UCLA

“An important and insightful intervention in the discussions of industrial upgrading and the auto industry, Rothstein provides a striking critique of lean production and the decline of good jobs.”
—Nancy Plankey-Videla, author of We Are in This Dance Together

From Chinese factories making cheap toys for export, to sweatshops in Bangladesh where name-brand garments are sewn, studies on the impact of globalization on workers have tended to focus on the worst jobs and the worst conditions. But in When Good Jobs Go Bad, Jeffrey Rothstein looks at the impact of globalization on a major industry—the North American auto industry—to reveal that globalization has had a deleterious effect on even the most valued of blue-collar jobs.

Rothstein argues that the consolidation of the Mexican and U.S.-Canadian auto industries, the expanding number of foreign automakers in North America, and the spread of lean production have all undermined organized labor and harmed workers. Focusing on three General Motors plants assembling SUVs—an older plant in Janesville, Wisconsin; a newer and more viable plant in Arlington, Texas; and a “greenfield site” (a brand-new, state-of-the-art facility) in Silao, Mexico—When Good Jobs Go Bad shows how global competition has made nonstop, monotonous, standardized routines crucial for the survival of a plant, and it explains why workers and their local unions struggle to resist. For instance, in the United States, General Motors forced workers to accept intensified labor by threatening to close plants, which led local unions to adopt “keep the plant open” as their main goal. At its new factory in Silao, GM had hand-picked the union—one opposed to strikes and committed to labor-management cooperation—before it hired the first worker.

Rothstein’s engaging comparative analysis, which incorporates the viewpoints of workers, union officials, and management, sheds new light on labor’s loss of bargaining power in recent decades, and highlights the negative impact of globalization on all jobs, both good and bad, from the sweatshop to the assembly line.

JEFFREY S. ROTHSTEIN is an associate professor of sociology at Grand Valley State University, in Allendale, Michigan.
Achieving Longevity
How Great Firms Prosper Through Entrepreneurial Thinking

Jim Dewald

Foreword by W. Brett Wilson

Rotman-UTP Publishing

Starting a business is hard, but keeping an established company going can be equally challenging. In the long run, every business will need to adapt to changing market conditions, technologies, and competitive environments. Achieving Longevity explains how to manage those changes through entrepreneurial thinking.

As Jim Dewald shows, the most successful companies thrive by establishing decision-making processes that constantly engage new opportunities, enabling the firm to quickly adapt to disruptive technologies and business models. They allow for tinkering and experimentation and strive to both exploit their competitive advantage today and explore new ideas that will give them an edge tomorrow.

Achieving Longevity provides a framework for introducing the tools and culture necessary to foster entrepreneurial thinking, as well as advice on how to overcome common obstacles to corporate entrepreneurship. Drawing on Dr. Dewald’s own experience as an entrepreneur, a successful corporate executive, and a professor of strategy, the book offers numerous examples of how to combine the strengths of an established firm with the innovative, outside the box thinking of a start-up venture.

Jim Dewald is the Dean of the Haskayne School of Business at the University of Calgary.

“Jim’s book is a thought-provoking call to action for all CEOs who want their legacy to be a company that thrives for generations. An inspiring read!”

Lesley Conway, Managing Director, Hopewell Residential
Stragility
Excelling at Strategic Changes
Ellen R. Auster and Lisa Hillenbrand
Rotman-UTP Publishing

Success in business demands an organization that is agile, innovative, and alert, capable of reinventing itself to handle whatever comes its way. Yet most attempts at transformational change fail, hamstrung by poor strategy, office politics, stakeholder resistance, and the pressures of constant transformation.

In Stragility, Ellen Auster and Lisa Hillenbrand provide a powerful, practical, action-oriented approach that equips leaders at all levels to navigate these challenges while building skills and capabilities for the next strategic change. Filled with great examples of leading edge companies and jam-packed with concrete tips, action steps, and tools, Stragility offers indispensable advice on how to make continuous strategic changes, navigate the politics and emotions of change, and inspire and engage leaders and stakeholders.

Building on a field-tested framework, the authors have applied in Fortune 500 companies, small businesses, and social sector organizations. Stragility provides the tools for creating a thriving, high-energy organization that will excel at strategic change—again and again.

Ellen R. Auster is a Professor of Strategic Management at Schulich School of Business at York University.

Lisa Hillenbrand is the founder of Lisa Hillenbrand & Associates and former Harley Procter Global Marketing Director at Procter & Gamble.

"In today’s business world, if you’re not leading change, you’re not leading. Stragility expertly tackles the wicked challenge of how to orchestrate change in a way that leaves the organization and business results stronger.”

Chris Hood, President, Kellogg Europe

"As an organization, we’ve spent the last twenty years learning and adapting the way we create social change. Stragility brings the tools and expertise I wish we had access to all those years ago.

Craig Kielburger, Co-founder of Free The Children & Me to We

"[Stragility] will help you reconnect to a sense of purpose, choose metrics that matter, use mantras and stories to inspire action and invest in people to allow them to grow and make a time-lasting difference.”

Paul Polman, Chief Executive Officer, Unilever
Catalytic Governance
Leading Change in the Information Age
Patricia Meredith, Steven A. Rosell, and Ged R. Davis
Rotman-UTP Publishing

Although the information age offers individuals the power to make their voices heard, we often end up with a cacophony of competing voices rather than a conversation. With so many people empowered to join the decision-making process, the diversity of stakeholders in governance situations poses a special challenge: how do you steer when so many hands are on the wheel?

Catalytic Governance offers a proven approach to managing this challenge, built on the insight that effective leadership and governance depends less on traditional top-down approaches and more on creating shared meanings and frameworks. Drawing on their experiences managing transformational change in complex, multi-stakeholder environments on issues ranging from finance to climate change, health, and the digital revolution, Patricia Meredith, Steven A. Rosell, and Ged R. Davis demonstrate how to use dialogue to engage stakeholders, explore alternative perspectives, develop shared mental maps and a vision of the future, and co-create strategies and initiatives to realize that future. While elements of this approach will be familiar, this is the first time they have been combined into a coherent model and tested together in practice. The book describes in detail how this was done in the process of transforming the Canadian payments system.

Patricia Meredith is a senior advisor on strategy and governance to corporate boards and management. Steven A. Rosell is the author of four books on dialogue-based leadership and governance. Ged R. Davis is an experienced scenario practitioner and strategist.

Diaminds
Decoding the Mental Habits of Successful Thinkers
Miheara Moldoveanu and Roger Martin
Rotman-UTP Publishing — New in Paperback

What constitutes successful thinking in business? What are the techniques used by some of the top minds in the business world to solve problems and create value? In Diaminds, Miheara Moldoveanu and Roger Martin, creators of the Integrative Thinking curriculum at the Rotman School of Management, draw upon numerous case studies and interviews— as well as theories and models from cognitive psychology, epistemology, analytic philosophy, and semiotics—to present a new conception of successful intelligence that is immediately applicable to business situations: dialogical mind, or “diamind.”

Miheara Moldoveanu is Marcel Desautels Professor of Integrative Thinking at the Rotman School of Management, University of Toronto. Roger Martin is Director of the Martin Prosperity Institute and former Dean at the Rotman School of Management and University of Toronto.
Sustainable Banking
Managing the Social and Environmental Impact of Financial Institutions

Olaf Weber and Blair Feltmate

Rotman-UTP Publishing – Business & Sustainability Series

Sustainable Banking introduces business leaders and students to the many ways in which financial institutions can manage their environmental and social impact and meet the needs of the current generation without compromising the needs of future generations. Olaf Weber and Blair Feltmate go beyond the business case for sustainability: how managing environmental, social, and governance risk can contribute to a bank’s bottom line – to make the sustainability case for banking: how banks and other financial institutions can make a positive impact on society.

In their book, Weber and Feltmate discuss the key aspects involved in making a financial institution sustainable: how to manage the direct and indirect impacts of banking activities on the community and the environment, how to minimize and mitigate the environmental footprint of internal operations, and how to account for various types of environmental and social risk in lending and project finance. They also introduce sustainable banking products and strategies being adopted by industry leaders, such as responsible investing, social finance, and impact lending.

Olaf Weber is an associate professor in the School of Environment, Enterprise, and Development at the University of Waterloo.

Blair Feltmate is head of the Intact Centre on Climate Adaptation at the University of Waterloo.

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The Agenda Mover
When Your Good Idea Is Not Enough
Samuel B. Bacharach

"Innovation and ideation are both very popular given the current business climate, but those alone are insufficient without pairing them with the ability to work great ideas through the maze of the organization. The Agenda Mover uniquely focuses on the critical skills of execution to unleash those great ideas. If you really want your organization to become more innovative, you need to make sure you read this book to ensure you can actualize the innovative ideas into action plans that will change your organization."—Andy Doyle, Executive Vice President and Chief Human Resources Officer, Oppenheimer Funds

Everyone is capable of coming up with a good idea, but a good idea without execution is hallucination. Leaders, including politicians and corporate officers, are those who have mastered the pragmatic skills that turn creative, innovative ideas into concrete realities. They are able to transform promises into results. The Agenda Mover leads you on the journey from having a good idea to bringing it to fruition. You will master the political competence to ensure that your ideas gain momentum and achieve true traction. You will learn what it takes to go the distance to sustain your campaign and achieve your goals. Rather than dreaming about what could happen, you will become an agenda mover who gets things done and makes things happen.

Samuel Bacharach, the McKelvey-Grant Professor at Cornell University, is the cofounder of the New York City–based Bacharach Leadership Group. He is the author of more than twenty books and numerous academic articles. With his colleagues at BLG, Bacharach develops and delivers training programs that enhance the core skills of pragmatic leadership, focusing on leadership as execution. Among his previous books are Get Them on Your Side and Keep Them on Your Side. He is a frequent speaker on the topic of leadership, and he is a regular columnist for Inc.

The BLG Pragmatic Leadership Series focuses on the core skills necessary for leaders to execute their plans. These books, authored by members of the Bacharach Leadership Group, cover the core skills—that is, the specific competencies—that enable leaders not only to come up with ideas but also to execute those ideas through their organizations. Pragmatic leadership is based on the fundamental assumption that leadership depends on your capacity to master specific behavioral skills. Leadership is not merely about the ideas that you come up with or the charm of your personality but rather depends on your capacity to mobilize people, lead groups, coach others, and drive for results. As BLG has proven over the years, these skills can be learned and mastered.
A Vision Greater than Themselves
The Making of the Bank of Montreal, 1817–2017

LAURENCE B. MUSSIO

A richly illustrated history of the making of Canada’s first bank revealed through carefully chosen images, themes, and objects.

For the past two centuries, the Bank of Montreal has been at the centre of Canada’s economic and financial development. Marking the bicentennial of Canada’s first bank, A Vision Greater than Themselves tells the story of the financial institution from its origins to the present through its iconography.

Exploring the Bank of Montreal’s past through images of objects, its leaders, key documents, and forgotten advertisements, Laurence Mussio illustrates how the Bank of Montreal emerged over time. He shares perspectives on leadership, culture, community, triumphs, and challenges to offer a glimpse into the bank’s personality, innovations, technologies, nation-building projects, and architectural legacy. The mosaic that emerges provides a unique understanding of the Bank of Montreal’s experience over the years. Individually, each visual reveals a self-contained story that is both entertaining and extraordinary. Collectively, these objects impart a much larger story. Throughout this volume’s pages, a picture emerges of a bank that has shaped and been shaped by Canada and the North Atlantic world.

Examining an astonishing range of material, A Vision Greater than Themselves celebrates the evolution of one bank and how it made its mark.

Laurence B. Mussio teaches at McMaster University, the Schulich School of Business at York University, and Syracuse University in New York. He lives in Toronto.

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(McGILL)
THE DYSFUNCTIONAL WORKPLACE
THEORY, STORIES, AND PRACTICE

Seth Allcorn and Howard F. Stein

"One of the true strengths of this book is the careful and clear explanation of particular aspects of psychoanalytic theory. It is rare in the field of organizational behavior to find these topics presented in a way that can be easily understood and immediately practiced."
— Aaron J. Nudnick, author of The Good Enough Manager: The Making of a GEM

Allcorn and Stein use a psychoanalytically informed perspective to help readers understand why a leader, colleague, or friend behaves in ways that are destructive to others. This understanding can provide a basis for organizations to survive and thrive despite structural or individual dysfunction. Topics covered in the first section include the value of storytelling, an overview of competing paradigms in analysis, and the value of psychoanalysis and its explanatory power. This is followed by illustrative stories organized by theme, and a conclusion that explores the implications of the research and analytic practice.

Seth Allcorn is Professor of Professional Practice at the Harry S. Truman School of Public Affairs. He is a founding member of the International Society for the Psychoanalytic Study of Organizations and has worked for more than twenty years as an organizational consultant.

Howard F. Stein is Professor Emeritus, Department of Family and Preventive Medicine, University of Oklahoma Health Sciences Center. He is an interdisciplinary seminar facilitator in the American Indian Diabetes Prevention Center in Oklahoma City, OK.

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Lessons in Leadership

STEVE ADUBATO, PH.D.

This practical guide teaches readers to be more effective leaders at work and at home.

"Often finding an answer is all about asking the right questions. Steve Adubato applies this process to the challenges of being a leader. By looking at contemporary political and cultural situations, Steve isolates pivotal moments where different aspects of leadership were demanded, and shows what did and did not work. Very helpful!"

—Chris Cuomo, anchor, CNN

"Steve Adubato’s dual emphasis on both asking the right questions and truly listening is spot-on! He underscores that these behaviors are essential for the everyday self-reflection about one’s own work and for the broader work of leading organizations that are effective and ethical. Just brilliant!"

—Karen E. Boroff, Ph.D., professor and dean emeritus, Seton Hall University, and visiting professor, United States Military Academy

"Lessons in Leadership is filled with great insight and offers many useful lessons for anyone wishing to enhance their leadership skills."

—Gerald H. Lipkin, chairman, president, and CEO, Valley National Bank

In this practical guide, Emmy Award-winning public broadcasting anchor Steve Adubato teaches readers to be self-aware, empathetic, and more effective leaders at work and at home. His powerful case studies spotlighting dozens of leaders—from Pope Francis to New Jersey governor Chris Christie—are complemented by concrete tips and tools based in real-life scenarios. With Lessons in Leadership, readers can learn to steer others through difficult economic times, to mentor rising leaders, to provide straight talk to underperforming employees, and even how to lead a company through a significant change.

STEVE ADUBATO, Ph.D., is a prolific writer. His books include What Were They Thinking?, Make the Connection, and You Are the Brand (all Rutgers University Press). He is an Emmy-Award-winning anchor for PBS affiliates Thirteen/WNET and NJTV, who has served as a distinguished visiting professor at New York University, Rutgers University, and the New Jersey Institute of Technology. Adubato has appeared as a political and media analyst on CNN, NBC’s Today Show, Fox News, NPR, and AM970. His company, Stand & Deliver, offers leadership workshops and executive coaching for professionals in a variety of arenas.

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Capital Gains
Business and Politics in Twentieth-Century America
Edited by Richard R. John and Kim Phillips-Fein

“...What is the most productive way to study the history of capitalism? The authors in this volume pursue a multidisciplinary approach and believe in the importance of institutions and public policy. For these reasons, Capital Gains is a valuable contribution to the historiography of the twentieth-century United States.”
—Kenneth Lipartito, Florida International University

Recent events—the Citizens United Supreme Court decision, the Occupy Wall Street movement, and efforts to increase the minimum wage, among others—have driven a tremendous surge of interest in the political power of business. Capital Gains collects some of the most innovative new work in the field. The chapters explore the influence of business on American politics in the twentieth century at the federal, state, and municipal levels. From corporate spending on city governments in the 1920s to business support for public universities in the postwar period, and from business opposition to the Vietnam War to the corporate embrace of civil rights, the contributors reveal an often surprising portrait of the nation’s economic elite.

Appealing to historians working in the fields of business history, political history, and the history of capitalism, these essays highlight the causes, character, and consequences of business activism and underscore the centrality of business to any full understanding of the politics of the twentieth century—and today.


Richard R. John is Professor of History at Columbia University.

Kim Phillips-Fein is Associate Professor in the Gallatin School of Individualized Study at New York University.
The American Retail Value Proposition
Crafting Unique Experiences at Compelling Prices
Kyle B. Murray
Rotman-UTP Publishing

The American economy is profoundly dependent on the success of its retailers and the strength of its consumer spending. Yet, how do leading retailers create value for their customers?

To a large extent this has been accomplished by streamlining operations and a decades-long focus on cost cutting and price competitiveness. Today, retailers realize that they need to discover new ways to differentiate themselves and attract consumer spending. The American Retail Value Proposition provides the framework for building that differentiation and establishing a competitive advantage that goes beyond price discounting. This framework is based on more than a decade of research, including hundreds of hours of interviews with executives from the world’s leading retailers, including Starbucks, Walmart, Apple, Amazon, and Lowe’s. Whether you are an aspiring merchant or an industry veteran, this book’s strategic framework will help you build a solid foundation for your business in today’s ever-evolving retail marketplace.

Kyle B. Murray is a Professor of Marketing and the Director of the School of Retailing at the Alberta School of Business.

“The American Retail Value Proposition is filled with practical applications of a theoretical framework that appear well-based in consumer, marketing, and retail research.”
Linda M. Cushman, Whitman School of Management, Syracuse University

“Kyle B. Murray’s latest work is fabulous and beautifully written. This is an excellent book for students and professionals alike.”
Marianne C. Bickle, College of Hospitality, Retail and Sport Management, University of South Carolina
The Sustainability Edge
How to Drive Top-Line Growth with Triple-Bottom-Line Thinking
Suhas Apte and Jagdish N. Sheth
Rotman-UTP Publishing: Business & Sustainability Series

Business leaders need to embrace sustainability in order to ensure the lasting success of their organizations. Co-authors Suhas Apte and Jagdish Sheth bring their expertise from practice and from academia to illustrate how business leaders can embed sustainability in a truly holistic and transformative way.

Through an examination of such companies as Walmart, AT&T, IKEA and the Tata Group, Apte and Sheth have developed a proven and actionable framework rooted in the real world success of these companies. The case studies reveal how business leaders proactively engage, energize and promote market sustainability to all of their stakeholders including customers, employees, suppliers, investors and the government. The Sustainability Edge enables companies to critically engage their stakeholders and influence them to accept sustainability as part of their core mission.

Suhas Apte is a partner in the Blue Earth Network. He is a former Sustainability Officer for the Kimberly-Clark Corporation.

Jagdish N. Sheth is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University.

“Suhas Apte and Jagdish Sheth have produced a very timely work that addresses a significant topic – one that many firms are still ill-equipped to address successfully. The Sustainability Edge combines practical experience and theoretical heft and should be of interest to business, NGOs and government leaders alike.”

William L. Wilkie, Aloysius and Eleanor Natho Professor of Marketing, Mendoza School of Business, University of Notre Dame
The Thoughtful Leader
A Model of Integrative Leadership

Jim Fisher

Rotman-UTP Publishing

Leadership is a quality that is difficult to define. Some believe that it is innate, the gift of a selected few. Others believe that it is a skill that can be learned but don’t agree on what, exactly, should be taught.

In The Thoughtful Leader, Jim Fisher provides an invigorating, inclusive and positive framework for teaching current and aspiring leaders at all stages in their careers. The author has incorporated various apparently opposing leadership ideas into an integrated model. In order to successfully meet the challenges of a fast changing world, leaders can no longer choose between managing, directing or engaging. The thoughtful leader is someone who simultaneously, consistently and coherently manages, directs and engages their followers. The framework provides a way for anyone who is motivated to lead, has the courage to act and is willing to think about his or her actions to become more effective. Thoughtful leaders can maintain integrity in their actions and activities regardless of the situations that they encounter.

The model developed in this book applies to many settings, including corporate and public service environments. The Thoughtful Leader offers a fresh and forward thinking framework that allows active and emerging leaders to be better prepared day-to-day.

Jim Fisher is a professor emeritus at the University of Toronto. He was formerly the Vice-Dean and Marcel Desautels Chair in Entrepreneurship at the Rotman School of Management. He joined the Rotman School after a successful business career.

“Jim Fisher’s mix of theory, stories, personal journeys, and real cases offers a wealth of information that showcases his broad and deep command of the many facets of leadership. By impressively pulling together leadership theories and concepts into a coherent framework Jim successfully convinces us leadership can be learned.”

Rose Patten, Special Advisor to the President and CEO, BMO Financial Group, and Adjunct Professor and Executive in Residence at Rotman

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Of related Interest:
Leadership Is Half the Story
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Marc Hurwitz and Samantha Hurwitz
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Despite the economic uncertainties that have affected the world economy, alternative economic development strategies receive very little attention in the published literature. When academics compare certain strategic features or assess the performance of different strategies they rarely factor in outcomes. This book seeks to address that gap and to provide a theoretical background to the shift from industry to human capital intensive services as the engine of economic growth.

Pioneering analysis reveals interesting trends and patterns that point to the growing importance of the mostly intellectual property-based intangible capital in relation to the level of GDP. The study unmasks the theoretical and philosophical fallacies of the statist strategies and explains why they have failed economically, while also describing the successes of free-market systems. The author also provides an extensive assessment of four key developing countries: Brazil, Russia, India, and China.

Bozos, former Minister of Finance of Hungary, has been a frontline actor of post-communist economic transition. His book can be considered a staunch defense of market capitalism and liberal democracy. By highlighting the volatile and painful process of transition and attempting to understand its economics and culture, Bozos contributes to the theoretical (academic) and practical (political) defense of Western civilization.

The analysis of the transition from socialism to capitalism under the eyes of one of the most influential critics of the political economy of communism from within the bloc. Lucid and thought provoking, the eight essays in the book are connected by the community of four expressions that cover four phenomena of great and comprehensive importance: socialism, capitalism, democracy, and regime change.
"Imagination and passion fuel these essays, which confront the worst of capitalism's violence and the terrors of capitalism's aftermath. A timely and well-edited collection, After Capitalism begins a crucial conversation among political economics, representation and imaging, and geopolitical mapping."

—Amy Villarejo, Cornell University

From Thomas Piketty to David Harvey, scholars are increasingly questioning whether we are entering into a postcapitalist era. If so, does this new epoch signal the failure of capitalism and emergence of alternative systems? Or does it mark the ultimate triumph of capitalism as it evolves into an unstoppable entity that takes new forms as it engulfs its opposition?

After Capitalism brings together leading scholars from across the academy to offer competing perspectives on capitalism's past incarnations, present conditions, and possible futures. Some contributors reassess classic theorizations of capitalism in light of recent trends, including real estate bubbles, debt relief protests, and the rise of a global creditors' rights. Others examine Marx's writings, unemployment, hoarding, "capitalist realism," and coyote (trickster) capitalism, among many other topics. Media and design trends locate the key ideologies of the current economic moment, with authors considering everything from the austerity aesthetics of reality TV to the seductive smoothness of liquid crystal.

Even as it draws momentous conclusions about global economic phenomena, After Capitalism also pays close attention to locales as varied as Cuba, India, and Latvia, examining the very different ways that economic conditions have affected the relationship between the state and its citizens. Collectively, these essays raise provocative questions about how we should imagine capitalism in the twenty-first century. Will capitalism, like all economic systems, come to an end, or does there exist in history or elsewhere a hidden world that is already post-capitalist, offering alternative possibilities for thought and action?

KENNAN FERGUSON is an associate professor of political theory at the University of Wisconsin-Milwaukee, where he also directs the Center for 21st Century Studies. He is the author or coeditor of several books, including All in the Family: On Community and Incommensurability.

PATRICE PETRO is a professor of English and film studies at the University of Wisconsin-Milwaukee, where she also serves as vice provost and director of the Center for International Education. She is the author, editor, or coeditor of eleven books, including Idols of Modernity: Movie Stars of the 1920s and Rethinking Global Security: Media, Popular Culture, and the "War on Terror" (both by Rutgers University Press).

A volume in the New Directions in International Studies series, edited by Patrice Petro
Economics in the Twenty-First Century
A Critical Perspective
Robert Chernomas and Ian Hudson

Economics has always been nicknamed the “dismal science,” but today the field seems a little more dismal than usual as governments, social movements, and even students complain that the discipline is failing to make sense of the major economic problems of the day.

In *Economics in the Twenty-First Century*, Robert Chernomas and Ian Hudson demonstrate how today’s top young economists continue to lead the field in the wrong direction. The recent winners of the John Bates Clark medal, economics’ “baby Nobel,” have won that award for studying important issues such as economic development, income inequality, crime, and health. Examining their research, Chernomas and Hudson show that this work focuses on individual choice, ignores the systematic role of power in the economic system, and leads to solutions that are of limited effectiveness at best and harmful at worst.

An accessible summary of the latest debates in economics, *Economics in the Twenty-First Century* takes on what is missing from mainstream economics, why it matters, and how the discipline can better address the key concerns of our era.

Robert Chernomas is a professor in the Department of Economics at the University of Manitoba.

Ian Hudson is a professor in the Department of Economics at the University of Manitoba.

From the book:

“One of the principal arguments in this book is that power in the economic system is primarily held by the corporate world…. The degree of influence of corporations and the organizations that represent them is a legitimate question, the fact that their power can be ignored without creating some genuine problems for economic analysis is not.”
Central Banks and Gold
How Tokyo, London, and New York Shaped the Modern World
Simon James Bytheway and Mark Metzler

"Central Banks and Gold is a game changer. Simon James Bytheway and Mark Metzler convincingly upset conventional interpretations of many issues concerning international finance in the late nineteenth and early twentieth centuries, with findings that have profound implications for global financial trends in recent decades."—Steven J. Ericson, author of The Sound of the Whistle

In recent decades, Tokyo, London, and New York have been the sites of credit bubbles of historically unprecedented magnitude. Central bankers have enjoyed almost unparalleled power and autonomy. They have cooperated to construct and preserve towering structures of debt, reshaping relations of power and ownership around the world. In Central Banks and Gold, Simon James Bytheway and Mark Metzler explore how this financialized form of globalism first took shape a century ago, when Tokyo first joined London and New York as a major financial center. Bytheway and Metzler tell the story of how the first age of central-bank power and pride ended in the disaster of the Great Depression, when a rush for gold brought the system crashing down.

Simon James Bytheway is Professor of Financial History at Nihon University. He is the author of Investing Japan.

Mark Metzler is Professor of History at the University of Texas at Austin. He is the author of Capital as Will and Imagination, also from Cornell, and Lever of Empire.

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Tariff Wars and the Politics of Jacksonian America
WILLIAM K. BOLT

Before the Civil War, the American people did not have to worry about a federal tax collector coming to their door. The reason why was the tariff, taxing foreign goods and imports on arrival in the United States. Tariff Wars and the Politics of Jacksonian America attempts to show why the tariff was an important part of the national narrative in the antebellum period. The debates in Congress over the tariff were acrimonious, with pitched arguments between politicians, interest groups, newspapers, and a broader electorate.

The spreading of democracy caused by the tariff evoked bitter sectional controversy among Americans. Northerners claimed they needed a tariff to protect their industries and also their wages.

Southerners alleged the tariff forced them to buy goods at increased prices. Having lost the argument against the tariff on its merits, in the 1820s southerners began to argue the Constitution did not allow Congress to enact a protective tariff. In this fight, we see increased tensions between northerners and southerners in the decades before the Civil War began.

As Tariff Wars reveals, this struggle spawned a controversy that placed the nation on a path that would lead to the early morning hours of Charleston Harbor in April of 1861.

William K. Bolt is Assistant Professor of History at Francis Marion University and former assistant editor on the James K. Polk Project.

Tariff Wars and the Politics of Jacksonian America
WILLIAM K. BOLT

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