
Outstanding Business Reference Sources

The 2009 Selection of Recent Titles

BRASS Business Reference Sources Committee

BRASS Business Reference Sources Committee contributing members are Ann Fiegen, selections editor; Baseema Krkoska, nominations coordinator; Lee Pasackow, chair; Caroline Geck; David Flynn; Diane Campbell; Elizabeth Malafi; Gene Hayworth; Michael Oppenheim; Monica Singh; Nathan Rupp; Patricia Kenly; Peter McKay; and Terry Zarsky. For information contact Ann Fiegen, Business Librarian, California State University San Marcos, San Marcos, CA 92096; (760) 750-4365; e-mail: afiegen@csusm.edu.

Each year the Business Reference Sources Committee of BRASS selects the outstanding business reference sources published since May of the previous year. The committee reviewed thirty-seven entries; three were designated as “outstanding,” and seven were placed into the other noteworthy titles category. These works cover a variety of topics, including the business of sports, investing, global business, international marketing, energy, finance, product management, the history of business, popular business books, and economic globalization.

To qualify for the award the title must meet the conventional definition of reference: a work compiled specifically to supply information on a certain subject or group of subjects in a form that will facilitate its ease of use. The works are examined for the following: authority and reputation of the publisher, author, or editor; accuracy; appropriate bibliography; organization; comprehensiveness; value of the content; currency; unique addition; ease of use for the intended purpose; quality and accuracy of index; and quality and usefulness of graphics and illustrations. Each year more electronic reference titles are published. Additional criteria for electronic reference titles are accuracy of links, search features, stability of content, and graphic design. Works selected must be suitable for medium- to large-sized academic and public libraries.

OUTSTANDING TITLES

The Business of Sports. Ed. Brad R. Humphreys and Dennis R. Howard. Westport, Conn.: Praeger, 2008. 3 vols. alkaline \$300 (ISBN 978-0-275-99340-5).

The sports industry is the setting for this three-volume set of thirty-three intriguing articles written by well-known experts, including Andrew Zimbalist. The broad scope of the industry is explained by editor Brad Humphreys, economics professor, University of Alberta, in the first chapter; then the focus is on the major economic issues facing spectator sports in the United States. Its greatest strengths are the background and succinct overviews of these contemporary issues, as well as the inclusion of numerous tables (some adapted from proprietary sources).

Interesting topics among the thirty-three chapters include salary caps, franchise relocations and expansions, stadium financing, and the Bowl Championship Series (BCS) in college football. Tables with detailed statistics assist the reader with the information needed to formulate a well-reasoned position or action plan. These tables include, for example, expansion fees for major league franchises (since 1960);

public subsidies for major league sports facilities (by decade); ticket sales, revenues, and number of visitors to the Olympic Games (1984–2004); and college football postseason bowl revenues and expenses.

The effect of “mega-events” (such as the Super Bowl and the Olympic Games) on local and regional economies is one of the most compelling chapters. The author notes that many estimates are “wildly optimistic” about the number of visitors and their spending habits at such events, and also explains why the economic effect may be overstated. Other chapters include the economic reasons why rich teams fail to win championship after championship (the Coase theorem) as well as why so many NFL stadiums have luxury boxes (most of the revenue is typically listed as concession revenue, which is not shared with other teams).

There is some overlap with two recent titles. The *Handbook on the Economics of Sport* (Elgar, 2006) contains eighty-six chapters and includes many international sports (e.g., British horse racing, soccer in Spain). *The Economics of Sport* (Elgar, 2001), edited by Andrew Zimbalist, contains seventy-two chapters with themes similar to *The Business of Sport*. While eight are focused on college sports, they are narrow topics (though nonetheless interesting, such as the chapter “An Estimate of the Rent Generated by a Premium College Football Player”).

With so many teams and issues covered, some index omissions and errors are understandable. Still, it is surprising that “Florida State University” is an entry in the index to volume 1, yet the text notes “South Florida,” a different university. And to find the discussion of the “Larry Bird rule,” one has to search for “Bird, Larry” in the index to volume 2. A combined three-volume index would have been useful.

Ideal for students and informed general readers seeking background information and statistics on major economic issues in professional and amateur sports, *The Business of Sports* is highly recommended for most collections.—Patricia Kenly, Georgia Institute of Technology, Atlanta, Georgia

Encyclopedia of Alternative Investments. Ed. Greg N. Gregoriou. Boca Raton, Fla.: Chapman & Hall/CRC, 2008. 249.95 (ISBN 978-1-4200-6488-9).

Interest in “alternative investments” is not a recent phenomenon. *Economic Selection of Alternative Risk Investments*, by J. M. English and R. H. Haase, was published by the Ft. Belvoir Defense Technical Information Center in 1963. More recently, the online journal, *Alternative Investment News*, began publication in 2000. Drastic changes in the economy and the downward spiral that has affected retirement savings have led to renewed interest in managing investment risks, and the *Encyclopedia of Alternative Investments* provides a valuable starting point for individuals who desire a better understanding of the key concepts. According to the introduction, this reference source is meant to be the “most authoritative source . . . for academics, students, professionals, and practitioners . . . on hedge funds, managed futures, commodities, and venture capital.”

The encyclopedia contains 545 entries, covering topics traditionally found in this field as well as topics unfamiliar to many novice investors until recently, such as “Collateralized debt obligation (CDO).” Compared to other investment-related encyclopedias, this work seems to contain a broader and more diverse set of concepts. The one-to-two page entries are thorough, concise, and informative without being too complicated. Each has a list of print and online references at the end for further research. Many have interesting illustrative examples. Each entry also has a brief bibliography, many of which are reasonably up-to-date, referring to works published in 2006 and 2007. There is a table of contents and a twenty-page index with practical cross-references. The entry for “Emerging markets,” for example, contains a cross-reference to “Developing countries.”

Greg N. Gregoriou, the editor, is professor of finance in the School of Business and Economics at the State University of New York, Plattsburgh. He has published extensively in the finance world and serves as the hedge fund editor for the *Journal of Derivatives and Hedge Funds* as well as an editorial board member of the *Journal of Wealth Management* and the *Journal of Risk Management in Financial Institutions*. Members of the editorial board have academic affiliations, and there are more than 120 contributors from Europe and North America, from both academic institutions and finance and investment professions.

The *Encyclopedia of Alternative Investments* is an excellent ready reference source for business and related social science reference collections. It is more thorough than the 2007 resource, *Concise Encyclopedia of Investing*, by D. W. Oglesby, which provides definitions for a small subset of the most common investment terms but also benefits by providing an examples section for each term defined. The *Encyclopedia of Alternative Investments* also is available as an e-book on the ECHO and EBL platforms.—Gene Hayworth, University of Colorado, Boulder

Encyclopedia of Business in Today's World. Ed. Charles Wankel. Thousand Oaks, Calif.: Sage, 2009. Print: \$450.00, 4 vols. Online: \$650 on Sage eReference. Online edition reviewed (ISBN 978-1-4129-6427-2).

This encyclopedia is a major new reference work that surveys global business. Charles Wankel, a management professor at St. John's University, recruited a select group of international scholars to contribute more than one thousand entries. Almost two hundred multinational corporations are profiled as well as more than one hundred countries and regions. Key international institutions, organizations, and agreements are covered, such as the Academy of International Business, the General Agreement on Tariffs and Trade, the International Chamber of Commerce, and the World Trade Organization. There is broad coverage of the economics of international business, international accounting, international finance, international trade, import and export strategies, legal and labor issues, management and leadership, manufacturing and operations, marketing and advertising, political environments,

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and regional economic integration. Special attention is given to globalization issues, sustainable development, business ethics, corruption and the social responsibility of business, as well as culturally related entries, such as negotiation styles, time orientation, women in business, and balance of work and personal life.

The encyclopedia provides entrée into the wonderfully interconnected world of modern business and international commerce. Take the idea of markets. Economists define markets as a group of buyers and sellers. Marketers, however, consider the sellers as the industry and the buyers as the market. Markets can be classified in many ways: by product class (the oil market) or geographical location (New York Stock Exchange); as business markets or consumer markets; domestic markets or global markets. The entry on markets is linked to entries on business-to-business marketing, buyer motives and behavior, consumer behavior, consumer needs and wants, financial markets, market research, market share, marketing, the Product Life Cycle Hypothesis, and many others. This is a small sampling of the rich variety of ways that the ideas and entries intermix.

The online edition of the encyclopedia has several features that enhance its usefulness. There is an A–Z list of all entries. A reader's guide groups the entries by major themes. The subject index is a searchable A–Z list of all concepts, ideas, people, places, topics, and other matters mentioned in any of the entries with direct links to the essays in which they appear. Each entry features a menu on the left side with links to further readings, related topics, and related Sage reference works. Entries may be printed or e-mailed. Citations are given in APA, MLA, and Chicago style. *See also* references are listed and linked, making it easy to pursue relevant material throughout the multiple volumes. Several documents are provided in PDF format, including the list of contributors, a chronology of business, a glossary, a resource guide, and an appendix furnishing data on world trade in merchandise by product category from the World Trade Organization.

There is one notable omission: biographies of influential business leaders. This is understandable in view of the ambitious scope of an encyclopedia that surveys global business but must fit in four volumes and be compressed into two thousand pages. The encyclopedia is a fine example of Sage's commitment to publish high-quality scholarly reference works in the social sciences, including business.—*Peter Z. McKay, University of Florida, Gainesville*

OTHER NOTEWORTHY TITLES

The Sage Handbook of International Marketing. Ed. Masaaki Kotabe and Kristiaan Helsen. London: Sage, 2009. 548p. \$150 (978-1-4129-3428-2).

An impeccable model of scholarship, the *Sage Handbook of International Marketing* provides a comprehensive, state-of-the-art survey and analysis of this most timely of theoretical and practical business topics. The editors frame the work in

the context of (1) the sweeping changes in the global economy that began in the wake of the late 1990s Asian and Latin American financial crises, (2) the ramifications of the globalization “explosion” propelled by the Internet and electronic commerce, and (3) the complexity of an interdependent global marketplace.

The twenty-five chapters that follow the editors' excellent introduction, “Theoretical Paradigms, Issues, and Debates,” are organized around the topics of changing market environments, consumer behavior research, global strategy, developing market strategy, and emerging issues in global marketing. A suitably international roster of forty-eight veteran and burgeoning marketing scholars covers the theoretical and practical aspects of such topics as cross-cultural consumer cognition, joint ventures and alliances, exit strategies, international diffusion of new products, pricing, branding, sales force management, and ethics and corporate social responsibility.

Although the editors' primary objective is to help scholars define the future directions of international marketing research, building on a sturdy foundation of past and current research, both undergraduate and graduate marketing students can also benefit, as this handbook would ideally serve as a collection of reserve readings. Should Sage heed this reviewer's urging to include this work in Sage Reference Online, its increased utility as a reference tool would emerge. All academic libraries that serve marketing programs should own this title; larger, research-oriented public libraries should consider it as well.—*Michael Oppenheim, University of California, Los Angeles*

Wind Energy—The Facts. By the European Wind Energy Association (EWEA). London: Earthscan, 2009. 568p. \$78 (ISBN: 978-1-84407-710-6).

This timely new edition is published by the European Wind Energy Association (EWEA), arguably the world's largest and authoritative wind energy network. In recent years, the technology, economics, and relevance of alternative energy sources has emerged to the forefront of political and economic debate. The European Union has set an ambitious target of generating 20 percent of its energy supply through wind and other alternative energy. This significantly refurbished title discusses each issue associated with wind energy in a comprehensive manner. The book is organized into six parts: technology, grid integration, the economics of wind power, industry and markets, environmental issues, and scenarios and targets. Due to lucid writing supported strongly with visuals, this title earns its noteworthy rating this year.

The book can serve as a primary reference source for instructors and practitioners because it effectively translates research into practice. Whether a new investor is seeking to understand the environmental effect or the financing arrangements needed for a wind farm, the book answers any imaginable question related to wind energy with a fluent index. Almost all pages in the book present information visually in a two color layout, either through photographs, sophisticated illustrations, or tables/charts, making for an engaging brows-

ing experience. Don't know what k-factor or YOLL (years of life lost) mean? The book imbues the reader with a new vocabulary but also explains new terms with a useful glossary. At the low price of seventy-eight dollars, the book is a worthy edition in both academic and public libraries.—*Baseema Banoo Krkoska, Cornell University, Ithaca, New York*

Handbook of Finance. Ed. Frank J. Fabozzi. Hoboken, N.J.: Wiley, 2008. 3 vols. \$900 (978-0-470-04256-4).

The global financial crisis is a persistent headline we want to put behind us, as the fallout from massive risk mismanagement continues to hurt young and old personally and professionally. On the upside, the meltdown will fuel advanced studies in finance and related fields, and the new comprehensive *Handbook of Finance* will be a timely and welcome multi-volume set for researchers, students, and professionals.

This impressive assembly of 229 signed chapters was edited by Frank Fabozzi, professor at Yale University and editor of *The Journal of Portfolio Management*. More than 190 contributing authors from prestigious universities and leading financial firms provide an effective blend of theory, application, background, and analysis.

Three distinct volumes (*Volume I: Financial Markets and Instruments; Volume II: Investment Management and Financial Management; Volume III: Valuation, Financial Modeling, and Quantitative Tools*) totaling more than 2,700 pages are designed for ease of use. Each volume is topically arranged into major categories with multiple supporting chapters. Every chapter follows a standard format with its own table of contents, abstract, keywords, body, summary, cited references, and suggestions for further study. Librarians and readers will appreciate the consistency and accessibility, including a seventy-four-page subject index in each volume. Readers will find concise articles presenting sophisticated financial topics at a coherent yet comprehensive level.

The handbook will be a terrific resource for those exploring and practicing in the precarious world of finance. However, the new and painful chapter in our modern financial history will soon demand a critical update to this extraordinary reference work.—*David A. Flynn, University of Hawaii at Manoa, Honolulu*

The Product Manager's Desk Reference. By Steven Haines. New York: McGraw Hill, 2009. 704p. \$85 (ISBN: 978-0-07-159134-8).

The Product Manager's Desk Reference is the pioneer reference book for practitioners of product management. Steven Haines, founder and president of Sequent Learning Networks—a training and advisory services firm—has compiled the standard body of knowledge for a discipline that often lacks a consistent framework. In these challenging economic times, it is even more critical that companies have methods to determine which products to build, calculate their profitability, manage the launch, and allocate resources throughout the product life cycle.

The author, with twenty-five years of corporate and aca-

demic experience, has created a toolkit for specific product situations as well as a method to map a product management career. Six modules, divided into twenty-three chapters, tackle the essentials—new product launch, marketing plans, post-launch management, and more. The chapters' executive summaries, abundance of charts and figures, and short case studies make the contents easily accessible to the business student creating her first marketing plan as well as the executive conducting a make-versus-buy analysis.

"The Product Manager's Toolbox" at the end of the book contains the most useful templates and outlines. The templates are available online for a fee; it would have been preferable for book owners to have free access. The thirty-four-page glossary, additional resources, association lists, and bibliography enable readers to expand their learning of this growing and vital field. Ebrary and NetLibrary offer e-book formats.—*Lee Pasackow, Emory University, Atlanta, Georgia*

Historical Encyclopedia of American Business. By Richard L. Wilson. Pasadena, Calif.: Salem Pr., 2009. 3 vols. 1056p. \$364 (ISBN:978-1-58765-518-0).

Not just for business—those researching American history, economics, and social studies will find the *Historical Encyclopedia of American Business* a good starting place for research from the earliest colonization and extending through the recent economic problems. The three-volume work contains 477 alphabetically arranged entries that detail significant events in American business. The user will find a wide variety of entries: biographies; books; business and financial events; broad topics; industries; significant inventions; and historical financial, economic, and legal events among many other topics. Each entry contains identification, date, significance, further reading, and *see also* references to other entries. Access is further enhanced via multiple appendixes: bibliography, biographical directory, companies and corporations, law, glossary, federal agencies, court decisions, and a timeline.

Free with the print edition is access to the online version. Tabular access in the online edition offers quick access to information categories such as history/event, primary sources, biography, and resources. Particularly valuable are the entries found when searching the 161 broad topics, such as "politics."

For example, a search on the general topic of the U.S. Congress and a personage such as John Nance Garner details how the entity or person has affected business in the United States. Garner, the thirty-second vice president, is usually remembered for his irreverent but honest appraisal of his office. Here he is described as being the prime mover behind the Glass-Steagall Act of 1933. There is a hyperlink to the entry on the Glass-Steagall Act, one of many hyperlinked cross-references. Access to further reading and photographs from the Library of Congress makes each entry valuable as a place to begin basic research.

The breadth of entries, multiple access points, and the organization of both the print and the online versions make this a significant resource highly recommended for all public

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and academic libraries.—*Diane Campbell, Rider University, Lawrenceville, New Jersey*

The 100 Best Business Books of All Time. By Jack Covert and Todd Sattersten. New York: Penguin, 2009. 333p. \$25.95 (ISBN: 978-1-59184-240-8).

You might not expect to find Dr. Seuss on a list of best business books, but Jack Covert and Todd Sattersten have him in their book *The 100 Best Business Books of All Time*, and it is not at all strange. With 11,000 business books published in the United States in 2007, the authors aimed to choose the 100 books with the highest quality ideas and the best applicability to today's business person.

What make this book so notable are the organization and book reviews. The twelve sections allow the reader to find books related to their business interest or need. Categories include "You," "Leadership," "Entrepreneurships," and "Big Ideas." Each 500–1,000 word review contains a summary of the book, how the book can be used by a business person, and additional resources to consider.

The 100 Best Business Books of All Time is compulsively browseable with graphic quotes and sidebars aplenty. "Selling on the Silver Screen" lists five classic films that capture the essence of the sales profession. Another sidebar, "Found in Fiction," covers novels addressing business issues.

The 100 Best Business Books of All Time is ideal for any public or academic library, whether or not they have a business focus. Its contents are an invaluable readers' advisory tool for any librarian.—*Elizabeth Malafi, Middle Country Public Library, Centereach, New York*

The Princeton Encyclopedia of the World Economy. Ed. Kenneth A. Reinert and Ramkishen S. Rajan. Princeton: Princeton Univ. Pr., 2009. 2 vols. 1246p. \$250 (ISBN: 978-0-691-12812-2).

Not long ago, world economic activity largely consisted of imports, exports, and international finance. Today's worldwide supply chains, outsourcing, offshoring, and economic interdependence have changed the very notion of what the world economy is. *The Princeton Encyclopedia of the World Economy* beautifully integrates the ideas, theories, institutions, policies, and analyses of the modern global economy. It provides expert essays on four major areas of economic globalization: international trade, international finance, international production, and international economic development. The essays are written in language that bridges the gap between general treatments found in popular publications and the complex analyses found in specialist publications, such as academic journals and monographs. A topical list of entries organizes the essays into six categories: "Concepts and Principles," "Models and Theory," "Institutions and Agreements," "Policies and Instruments," "Analysis and Tools," and "Sectors and Special Issues." Essential economic concepts are thoroughly explained. Esoteric economic models are elucidated. The major international institutions, trade agreements, and economic development issues are all well documented. Expertly annotated references at the end of each entry identify further readings. Princeton University Press provides a substantial preview of the work on its website through a customized widget (<http://press.princeton.edu/widgets/reinert.html>). The preview includes the full introduction, an alphabetical list of entries, a topical list of entries, and a directory of contributors. This is a wonderful work for the serious study of the global economy.—*Peter Z. McKay, University of Florida, Gainesville*