

05/08/1998

(Fresh on the shelf)

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NON-FICTION

* LUDICROUS LAWS & MINDLESS MISDEMEANORS - The Silliest Lawsuits and Unruliest Rulings of All Times by Lance S. Davidson (John Wiley & Sons): According to the Arizona Revised Statutes, a "horse" can also be an ass, a mule or a burro. In 1991, Virginia's Supreme Court ruled that the 340 "hang-up" calls a single mother received over two months were not unreasonably distressful. And, in Washington State, people cannot molest their fishing gear! Absurd laws, illogical decisions, preposterous defences, silly statutes and judicial jokesters seem to have a regular seat in the courtroom.

* MULTIMEDIA SUPER CORRIDOR compiled and edited by Ibrahim Ariff and Goh Chen Chuan (Leeds Publications): When the MSC gets into full swing, you can wave goodbye to two-way radios, fax machines and phones. Instead, the multimedia mix of pictures, moving images, sound and text will enable simpler and faster means of communication. What is multimedia all about? How does it work? Why is it possible to have the MSC in Malaysia? Those in the dark should get this book.

* THE COMMANDING HEIGHTS - The Battle Between Government and the Marketplace that is Remaking the Modern World by Daniel Yergin and Joseph Stanislaw (Simon & Schuster): It's a fact that major economies around the world are manipulated by their respective governments. But given the vast new wealth floating around, free markets are pushing to wrest control from the authorities. Catchwords like "privatisation" and "deregulation" promise new opportunities. With them come new risks.

Who are the main figures behind this change? How will it affect us?

* CEO MALAYSIA - Strategy in Nation-Building by Hng Hung Yong (Pelanduk Publications): These essays are an attempt to decipher the policies and strategies which have been the basis of Mahathir's rule since 1981. Hng dangles questions as he tacks down the PM's views on race, religion, language, politics, economics and the future of the Malays. The second half of the book comprises speeches which reflect key themes in Dr M's political agenda.

* A SIMPLER WAY by Margaret J. Wheatley and Myron Kellner-Rogers (Berrett-Koehler): A how-to primer with pictures that belong in a poetry book? Not surprising, with authors who advocate a less arduous but more creative and delightful approach to organising human endeavour. They talk of "a lived simplicity that enables vitality" and "creativity amidst complexity". It involves being less serious but more purposeful about our lives and our work.

* THE GURU GUIDE - The Best Ideas of Top Management Thinkers by Joseph Boyett and Jimmie Boyett (John Wiley & Sons): The author list expands with every new book that hits the shelves ... Covey, Drucker, Senge, Emery, Wheatley. They've become household names in the business circle, but for what exactly? Managers who cannot afford the time to sieve through tomes for answers can take a breather. This guide introduces 79 gurus and their key ideas on leadership, teamwork, managing change, strategy and motivation.

* DIVIDE AND CONQUER - Target Your Customers through Market Segmentation by Harry Webber (John Wiley & Sons): There's no pleasing everyone in advertising; neither can companies hope to garner mass interest with every campaign they launch. A cheaper and more profitable approach, says Webber,

is to identify a specific market and send out a message which target customers will hear and respond to. Niche marketing doesn't tell people what they want; it asks them, then works to help clients surpass customer expectations.

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