



known as the millennials and Generation Next, consumers in this segment do not just do what advertisers tell them. Instead, they rely on the collective wisdom of their peers, and get their buying cues from social networking. Whereas television ads used to effectively get brand messages out, it now takes more than that—*Facebook, YouTube, Twitter*, other Web sites, and a commitment to the environment. The authors sum up the winning attributes of a hot youth brand with the acronym “CRUSH” (“Coolness; Realness; Uniqueness; Self-identification with the brand; and Happiness”). Generation Y consumers want to build relationships with the brands they buy, i.e., to engage in dialogues, rather than listen to monologues. This means companies need to give up some control of their messages and let consumers help shape the brand’s image and even the product itself. Hot companies that get this include MTV, H&M, Nike, Levi Strauss, Cadbury, Mars, Apple, Sony, Nokia, and Red Bull. **Summing Up:** Recommended. ★★ Upper-division undergraduate and graduate marketing students, faculty, and professionals/practitioners.—*P. G. Kishel, Cypress College*

49-0965 HG5129 2010-13787 CIP
Chapman, Peter. **The last of the imperious rich: Lehman Brothers, 1844-2008.** Portfolio/Penguin, 2010. 308p bibl index ISBN 9781591843092, \$27.95

Editor/journalist Chapman (*Financial Times*) provides, in ten chapters, a compelling history of Lehman Brothers. The book begins with Henry Lehman’s 1844 arrival in the US from Bavaria. Henry, with his two brothers, Emanuel, who arrived in 1847, and Mayer, who arrived in 1850, established Lehman Brothers in Montgomery, Alabama, as an “itinerant peddler” and cotton brokering operation. The firm, which became one of the leading investment banking institutions, filed for bankruptcy in 2008. The word “imperious” in the title is more applicable to the last CEO, Dick Fuld, whose arrogance and authoritative management style doomed Lehman Brothers after 158 years of existence. In addition to providing an account of the firm’s history, the book examines its contributions in other areas. Not only was Lehman Brothers involved in the launching of many early-20th-century companies (e.g., RCA, Campbell Soup, Sears, Roebuck and Company, Underwood Typewriter), but Mayer’s son Herbert, a former partner at Lehman, became lieutenant governor, governor, and senator from New York. In 2006, two years before the sad close of this American company, Lehman Brothers suffered its demise with “borrowings [that] amounted to some \$480 billion.” Overall, a fascinating history of a well-known business institution. **Summing Up:** Highly recommended. ★★★ Academic and general readers, all levels.—*E. M. Tinoco, University of Southern California*

49-0966 HD8039 2010-24092 CIP
Duffy, Mignon. **Making care count: a century of gender, race, and paid care work.** Rutgers, 2011. 185p index afp ISBN 9780813549606, \$72.00; ISBN 9780813549613 pbk, \$24.95

Caregivers, whether paid or unpaid, tend to be invisible, working in the background to improve others’ lives. Duffy (Univ. of Massachusetts, Lowell) brings careworkers to the foreground through detailed analyses of census and other data from 1900 to 2007. Her extensive use of scholarship on careworkers’ functions and others’ attitudes toward them adeptly provides historical and social explanations for the numbers. Although some individuals who are paid to care for adults, children, and the infirm are professionals, such as nurses and teachers, more often caregivers work in what Duffy calls “job[s] of last resort” because they

lack other options. Therefore, social patterns of inequality persist over time; gender, “race-ethnicity,” and class always determine who cleans whose house. Insights abound; e.g., the familial roots of caretaking result in “expectations of emotional connection” that complicate relationships between givers and recipients of paid care. Recently, technological changes, commercialized food preparation, and cost cutting for services in all areas have altered concepts of “menial” and “skilled” work, rarely benefiting anyone other than managers and corporate stockholders. Meanwhile, relationships and “social rewards” depreciate. Overall, a valuable, informative, historical overview of an important issue.

Summing Up: Recommended. ★★ All levels/libraries.—*P. W. Laird, University of Colorado Denver*

49-0967 HF5636 2010-48295 CIP
Fields, Edward. **The essentials of finance and accounting for non-financial managers.** 2nd ed. AMACOM, 2011. 316p index afp ISBN 9780814416242 pbk, \$19.95

This book is ideal for understanding how accounting information can be used to evaluate profitability and improve management decision-making skills, as well as how to converse with accountants/auditors without getting bogged down in learning how to do accounting. It will help one understand what accountants do, but it is not intended to teach the reader how to be an accountant. Fields is a corporate financial consultant who has taught an AMA course on this topic for over 30 years. To obtain maximum value, one should not simply read the text, but invest the time to work through the numerous excellent examples, including their clear, understandable explanations. As the title indicates, the book is targeted at nonfinancial managers—not the traditional undergraduate business student. However, the book does have an indirect message for faculty who teach lower-level undergraduate accounting courses, i.e., what should be taught? Is learning how to use accounting information more relevant at this level than teaching students how to do accounting? The book would be an excellent choice as a primer for both MBA and EMBA students who lack a strong accounting/finance background. This new edition (1st ed., 2002) contains updated information on financial and accounting standards. **Summing Up:** Recommended. ★★ Graduate students, faculty, and professionals.—*R. Derstine, Kutztown University*

49-0968 HD9518 2010-30037 CIP
Garay, Ronald. **U.S. Steel and Gary, West Virginia: corporate paternalism in Appalachia.** Tennessee, 2011. 265p index afp ISBN 9781572337305, \$48.00

This book is more a short history of the coal and steel industries than it is a work about corporate paternalism. Garay (emer., mass communication, Louisiana State Univ.) covers the transformation of US Steel, incorporated in 1901, from a steel company to the conglomerate known today as USX, which consists of four separate units. The book also covers the steel industry’s complicated relationships with both the mine workers and steel workers unions. The author begins by discussing Gary’s beginnings, including its geology, and moves on to discuss the iron and steel industries in general. The final chapters discuss Gary’s declining economy and its relations with US Steel in the 1980s. A postscript describes Gary in 2002, now a quiet town with a low population and few jobs. As a history, this book’s clarity and brevity make it a useful companion resource for courses touching on economic and labor history at the undergraduate level. It is well documented—37 pages of footnotes support the 215-page text. Unfortunately, it lacks a bibliography. See