



Opinion | Book review

Business Books TOP FIVE USA

2009-11-7 | NEWSPAPER EDITION

1. TWITTER Power

How to add 140-character pops of Twitter power to your social networking efforts for your business and your brand.

Joel Comm and Ken Burge | Wiley 2009 | 272 pg. | ISBN: 9780470458426



2. Who

Actionable recruiting guide

Geoff Smart and Randy Street | Copyright (c) 2008 by ghSMART & Company, Inc. Published by arrangement with Ballantine Books, an imprint of The Random House Publishing Group, a division of Random House, Inc. 2008 | 224 pg. | ISBN: 9780345504197

3. The \$12 Million Stuffed Shark

Why would anyone pay \$12 million for a shark carcass? Welcome to the fascinating world of contemporary art.

Don Thompson | Copyright (c) Don Thompson, 2008. Reproduced with permission of Palgrave Macmillan. 2008 | 272 pg. | ISBN: 9780230610224

4. Last Man Standing

A fascinating -- and flattering -- profile of financial power: Jamie Dimon, Wall Street rescuer, winner and still champion.

Duff McDonald | Copyright (c) 2009 by Duff McDonald Reprinted by permission of Simon & Schuster, Inc. 2009 | 304 pg. | ISBN: 9781416599531

5. Money Well Spent

Philanthropists don't simply throw money at problems. They set goals, develop strategy, evaluate -- then throw money.

Paul Brest and Hal Harvey | Bloomberg Press 2008 | 288 pg. | ISBN: 9781576603123

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- [20:36] Scientists discover natural flu-fighting proteins
- [19:36] Thieves steal famed sign at Auschwitz death camp
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