

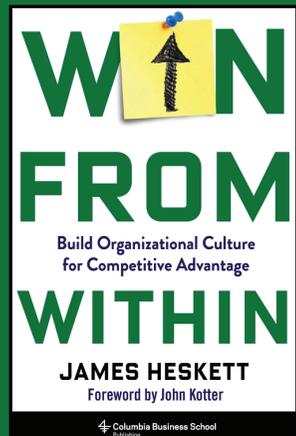
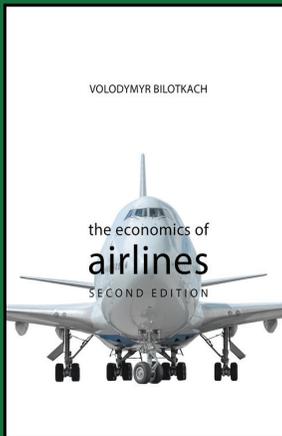
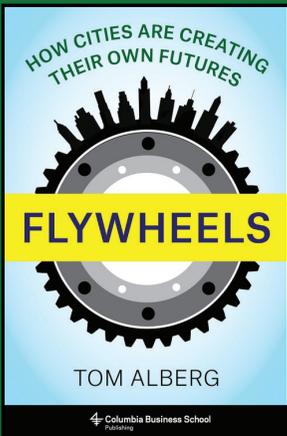
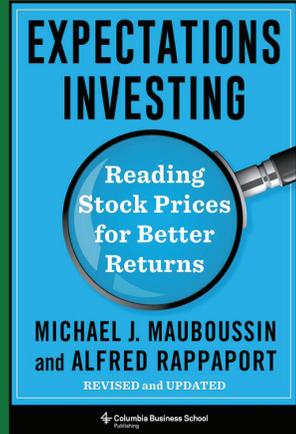
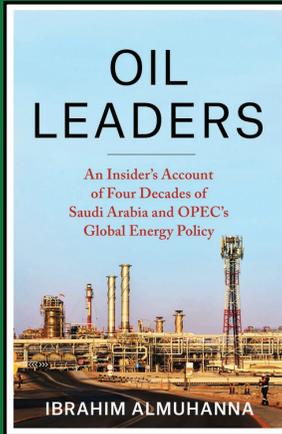
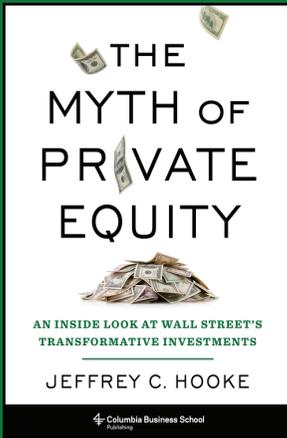
Economics

2022

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Letter from the Editor of Columbia Business School Publishing:

As the founding publisher of the Columbia Business School Publishing imprint, I am honored to present our recent and forthcoming authors and titles. We seek to bridge leading academic thought and professional practice to move the fields forward in finance, investment, digital business, innovation, and social enterprise. We face increasing economic inequality and business uncertainty, and we hope to solve society's problems.

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“An insightful and engaging integration of behavioral theory and pricing practice.”
—THOMAS NAGLE

Jeffrey C. Hooke's *The Myth of Private Equity: An Inside Look at Wall Street's Transformative Investments* is a detailed exposé of the flaws in private equity investment strategies and those who enable them, providing insight into the financial sector sometimes seen as a poster child for the harms of unfettered capitalism.

“Jeffrey C. Hooke's book uses accessible language and compelling data to break down the myth of private equity performance and should be required reading for all public pension fiduciaries.”
—RANDI WEINGARTEN

We believe these Columbia University Press books, among others, will educate, entertain, and enlighten you.

Sincerely,

Myles C. Thompson

Publisher, Columbia Business School Publishing

Director of publications, Heilbrunn Center for Graham and Dodd Investing

Letter from the Editor for Economics:

While 2020 was a year of emergency and thinking about the present, 2021 and now 2022 are years of looking forward toward recovery, improving working lives, and grappling with the challenges that have always faced the field but were highlighted and exacerbated in the last twenty months.

And so, I'm pleased to present Columbia University Press's recent and forthcoming titles in economics. Climate change has only become a more pressing issue. Joshua Fisher's *Managing Environmental Conflict* explains in a clear and concise manner how we might respond to environmental disputes and implement effective change where ostensibly conflicting priorities engage with one another. This book will be invaluable for academics, policy makers, scientists, and those engaged in preserving our planet.

Oil is an unusual commodity in that individual decisions can have an outsized effect on the market. In Ibrahim AlMuhanna's *Oil Leaders*, we get an unprecedented glimpse into the strategic thinking of top figures in the energy world from the 1980s through the recent past. Drawing on personal familiarity as a close adviser to four Saudi oil ministers, he reveals a behind-the-scenes perspective on pivotal oil market events and dynamics.

Finally, Ann Mari May examines the historic inequality that women have faced in the profession from the early days of the American Economic Association. In *Gender and the Dismal Science*, she examines the structural and institutional factors that have excluded women in the economics field, from graduate education to academic publishing to university hiring practices. Revealing the historical roots of the homogeneity of economics, May sheds new light on why biases against women persist today.

Be sure to check out the rest of the catalog for our outstanding books in the field.

Christian Winting, Editor for Economics

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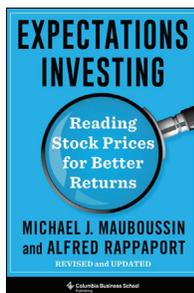
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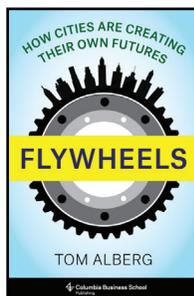
Expectations Investing
Reading Stock Prices for
Better Returns
Revised and Updated
Michael J. Mauboussin
and Alfred Rappaport

"In *Expectations Investing*, Michael Mauboussin and Al Rappaport build off of the simple yet powerful observation that certain expectations are embedded in any company's stock price. They offer investors a rigorous method to identify gaps between stock price and value. Truly a must-have in any investor's library."—Annie Duke, author of *Thinking in Bets* and *How to Decide*

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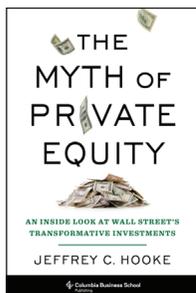
Flywheels
How Cities Are Creating
Their Own Futures
Tom Alberg

"Tom saw something in Amazon before most people did. . . That leap of faith led to a long-term partnership as Tom continued to collaborate with me over more than two decades on Amazon's board."—Jeff Bezos, founder and CEO, Amazon

Tom Alberg, a venture capitalist who was one of the first investors in Amazon, draws on his experience in Seattle's tech boom to offer a vision for how cities and businesses can build a brighter future together.

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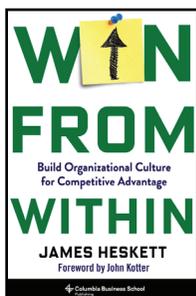
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The Myth of Private Equity
 An Inside Look at Wall Street's Transformative Investments
 Jeffrey C. Hooke

"Over the last two decades, the private equity industry managed to cast a spell over institutional investors, convincing them to pay billions of dollars for lackluster returns. Hooke's book uses accessible language and compelling data to break down the myth of private equity performance, and should be required reading for all public pension fiduciaries." —Randi Weingarten, president, American Federation of Teachers

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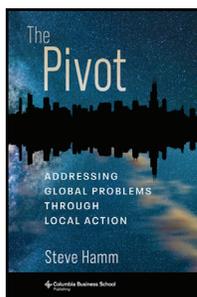
Win from Within
 Build Organizational Culture for Competitive Advantage
 James Heskett
 Foreword by John Kotter

"Heskett's academic approach and writing style will provide academics, thinkers, and leaders with new insights into the art and science of how culture makes a difference in business, good or bad. He is the right author for this timely topic."

— Arkadi Kuhlmann, founder of ING DIRECT and coauthor of *The Orange Code*

Win from Within is a groundbreaking demonstration of culture's role as a foundation for strategic success—and its measurable impact on the bottom line.

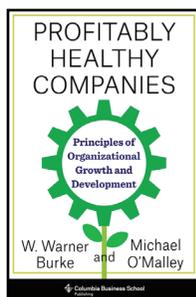
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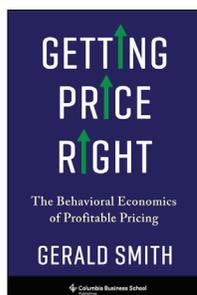


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 Principles of Organizational Growth and Development
 W. Warner Burke and Michael O'Malley

"What makes this book a gem is the easily accessible way in which theory is presented, the extensive examples from a variety of companies, and the clarity of the writing. This book will be a valuable resource to scholars, practitioners, and students."

— John L. Bennett, professor, director of graduate programs, and Wayland H. Cato, Jr. Chair of Leadership, Queens University of Charlotte

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The Behavioral Economics
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Gerald Smith

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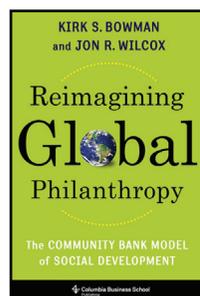


Undiversified
The Big Gender Short in
Investment Management
Ellen Carr and Katrina
Dudley

"Today, all forms of inequality are being scrutinized. The underrepresentation of women in investment management isn't in the headlines, but it's something many of us in the profession want to change. How can we make progress in this regard? *Undiversified* by Ellen Carr and Katrina Dudley is the authoritative source on the subject and a great place to start."—Howard Marks, cofounder and cochairman, Oaktree Capital Management

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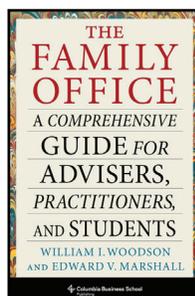
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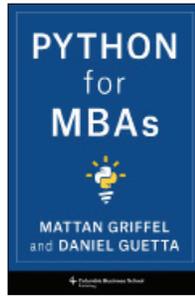
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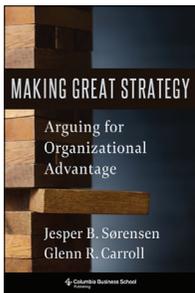
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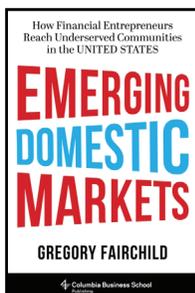
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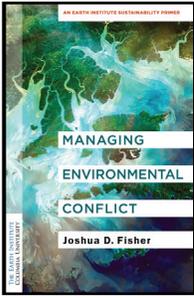
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Managing Environmental Conflict

An Earth Institute Sustainability Primer
 Joshua D. Fisher

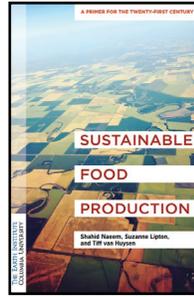
Conflicts frequently arise over environmental issues such as land use, natural resource management, and laws and regulation. This book is a primer on causes of and solutions to such conflicts. Joshua D. Fisher provides a foundational overview of the theory and practice of collaborative approaches to managing environmental disputes.

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Sustainable Food Production

An Earth Institute Sustainability Primer
 Shahid Naeem, Suzanne Lipton, and Tiff van Huysen

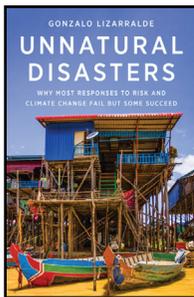
This concise text offers an overview of the key issues in sustainable food production for all readers interested in the ecology and environmental impact of agriculture. It details the ecological foundations of farming and food systems, showing how to create sustainable alternatives to the industrial production methods used today.

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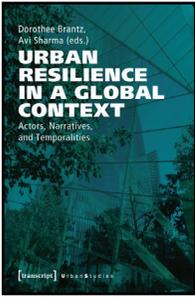
The Inspiring Story of a Global Environmental Movement and Why It Matters

Rebecca Prince-Ruiz and Joanna Atherfold Finn

This book explores how one of the world's leading environmental campaigns took off and shares lessons from its success. From narrating marine-debris research expeditions to tracking what actually happens to our waste to sharing insights from behavioral research, *Plastic Free* speaks to the massive scale of the plastic waste problem and how we can tackle it together.

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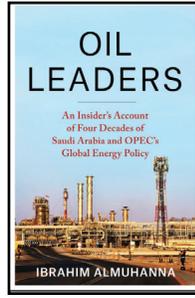
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The Transformative Role of Emerging Economies
Johannes Urpelainen

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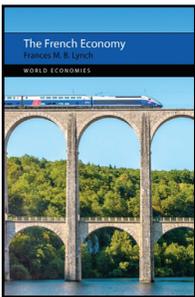
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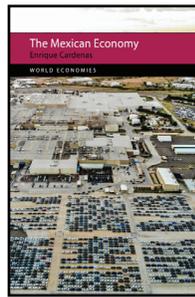
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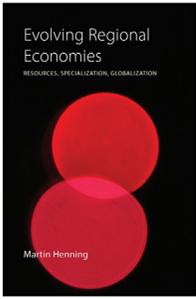
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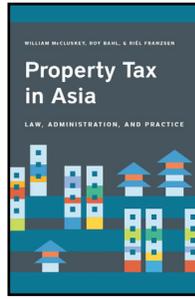
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Resources, Specialization, Globalization
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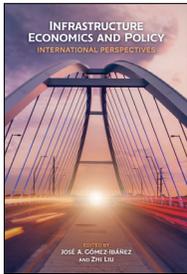
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Property Tax in Asia
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Edited by William McCluskey, Roy Bahl, and Riël Franzsen

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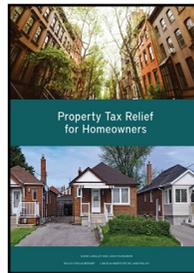
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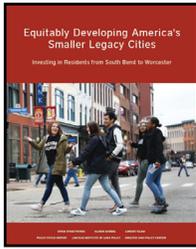
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Property Tax Relief for Homeowners
Adam Langley and Joan Youngman

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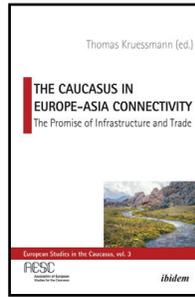
Equitably Developing America's Smaller Legacy Cities
 Investing in Residents from South Bend to Worcester
 Erica Spaid Patras, Alison Goebel, and Lindsey Elam

Many smaller industrial cities in the Rust Belt declined in the twentieth and twenty-first centuries. This report presents strategies for reinventing these places—tapping their full potential while preparing workers for jobs, helping local businesses expand, empowering residents to become civic leaders, and preventing displacement.

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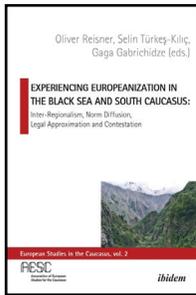
The Caucasus in Europe-Asia Connectivity
 The Promise of Infrastructure and Trade
 Edited by Thomas Kruessmann

The Chinese Belt and Road Initiative has produced a flurry of activities in the countries of the South Caucasus and in Russia. This volume collects a sample of critical voices to study the effects of infrastructure projects on local livelihoods, sustainable and environmentally sound development, transparency, and inclusiveness.

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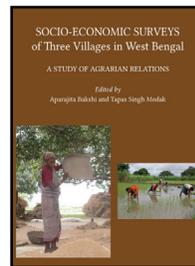
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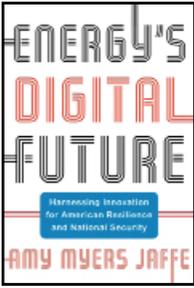
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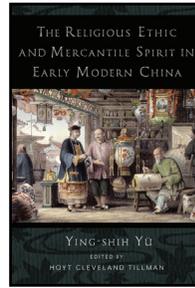
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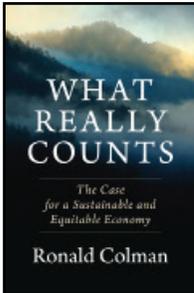
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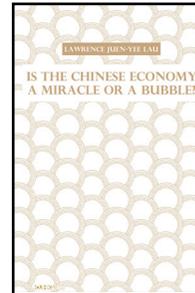
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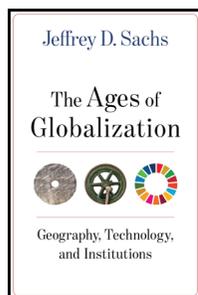
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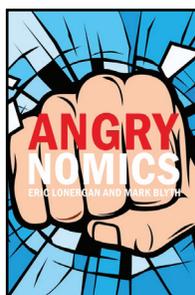


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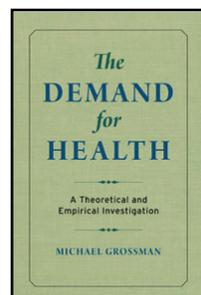
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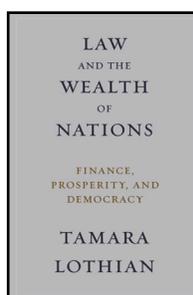
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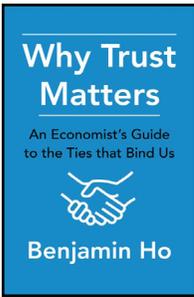
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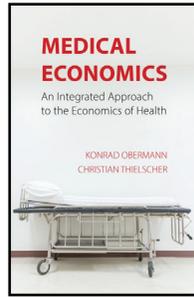


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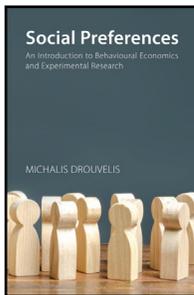
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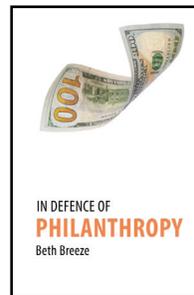
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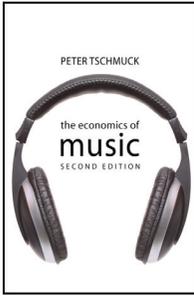
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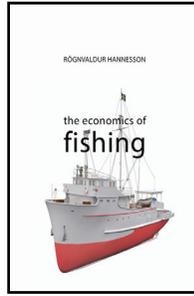
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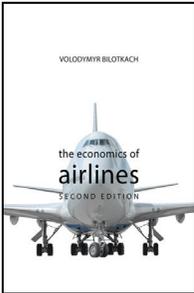
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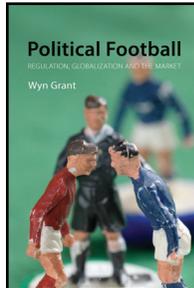
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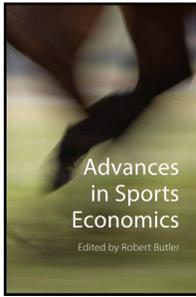
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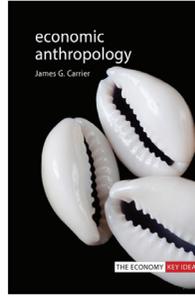
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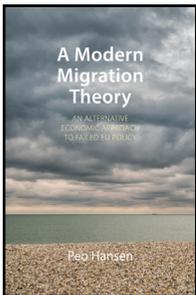
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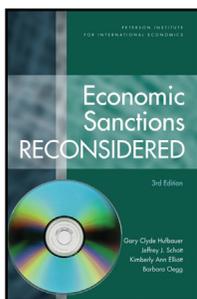
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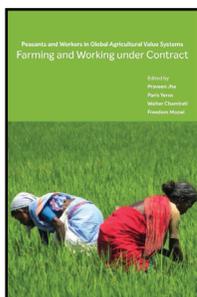
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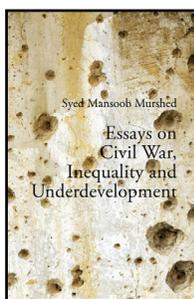
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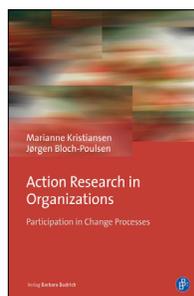
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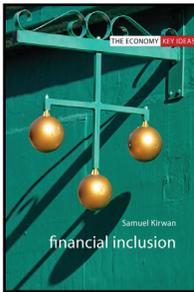
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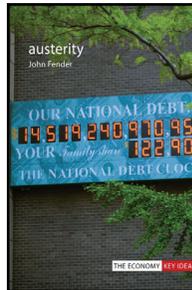
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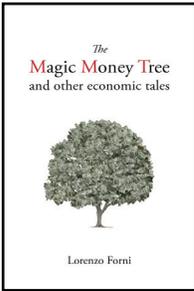
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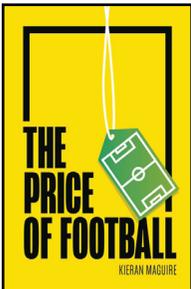
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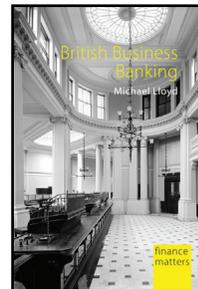
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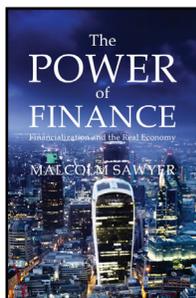
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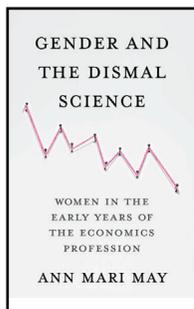
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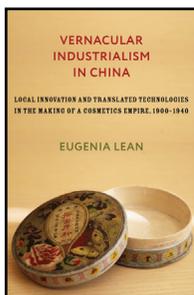
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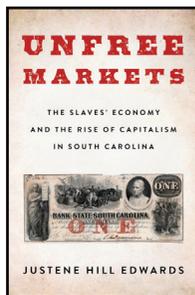
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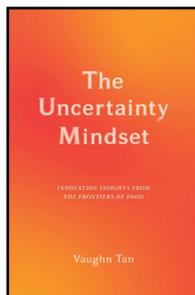
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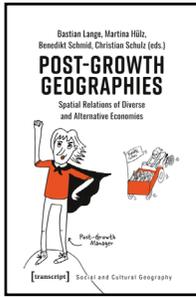
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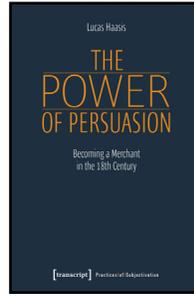
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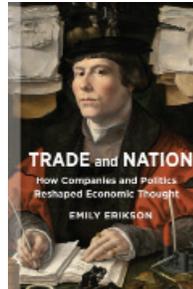
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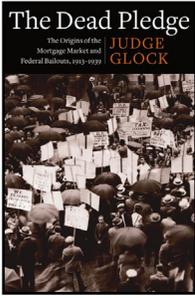
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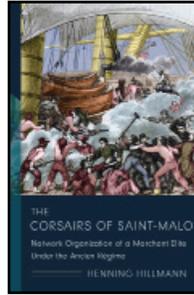
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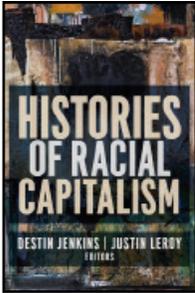
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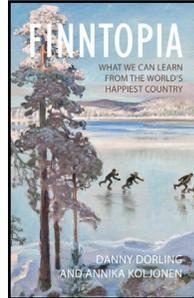
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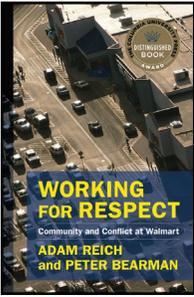
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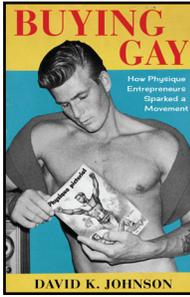
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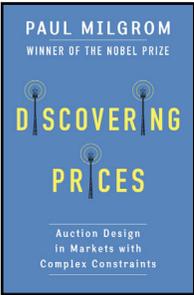
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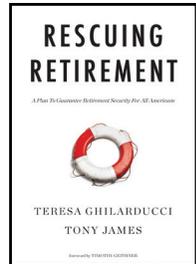
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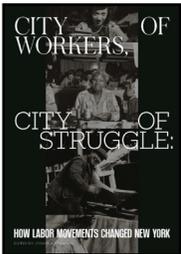
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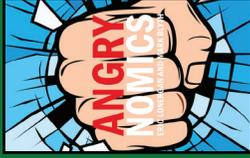
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