

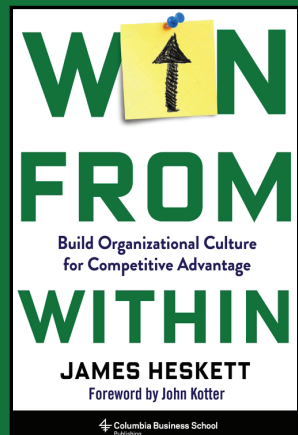
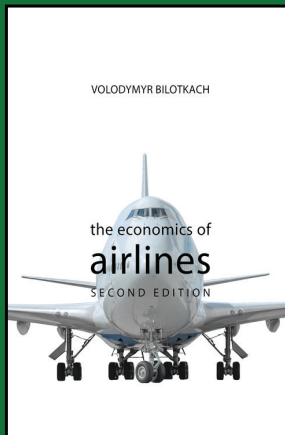
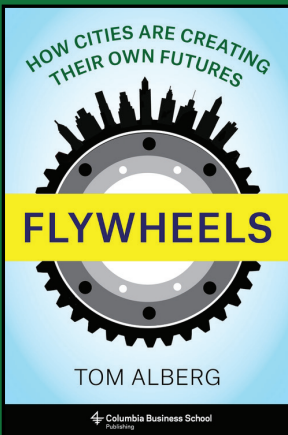
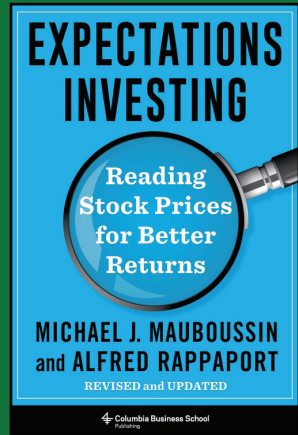
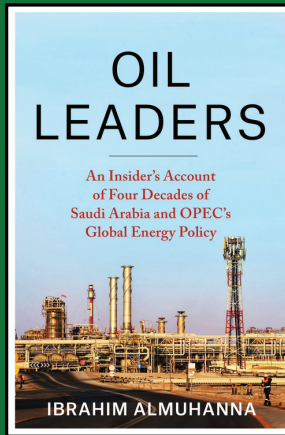
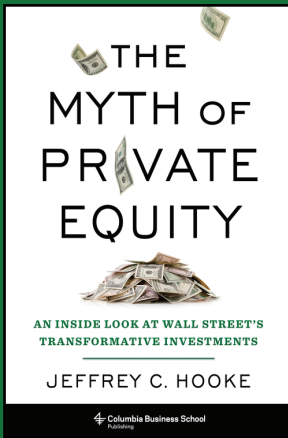
# Economics

## 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.

In *Flywheels: How Cities Are Creating Their Own Futures*, Tom Alberg demonstrates the need for innovative thinking that encourages livability alongside economic growth. *Flywheels* is timely reading for everyone from mayors to business leaders to engaged citizens.

"Alberg shows not only how it was done but also how high-tech capitals-and cities every where-can do it even better through strong leadership, long-term thinking, and a commitment to livability for all. Essential reading for navigating times of extraordinary change and tech-driven disruption."—MARGARET O'MARA

In *Expectations Investing, Revised and Updated*, Michael Mauboussin and Al Rappaport update their text and premise – that investors start with the stock price and what it implies for future financial results, then assess the likelihood of revisions to these expectations –for the market of today.

"Al and Michael are writing a book for the times that we are in, with much more attention paid to disruption, and the value it creates and destroys, and user/subscriber platforms, which can be exploited for gain and thus provide optionality."—ASWATH DAMODARAN

*Getting Price Right: The Behavioral Economics of Profitable Pricing* lays out Gerald Smith's framework for managerial price-setting, combining behavioral economics with the hard analytical elements of pricing strategy.

"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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Manuscript queries and proposals for CBSP can be sent to Myles C. Thompson (**mt2312@columbia.edu**), founding publisher for Columbia Business School Publishing. For economics, please contact Christian Winting (**cpw2130@columbia.edu**).

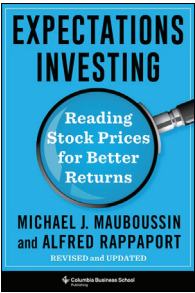
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COLUMBIA BUSINESS SCHOOL  
PUBLISHING (New)



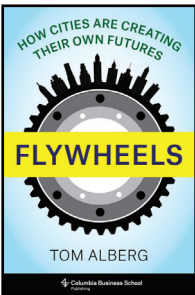
**Expectations Investing**  
Reading Stock Prices for  
Better Returns  
**Revised and Updated**  
Michael J. Mauboussin  
and Alfred Rappaport

"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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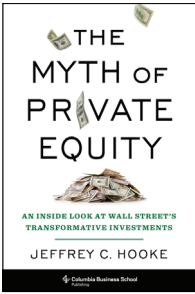
**Flywheels**  
How Cities Are Creating  
Their Own Futures  
Tom Alberg

"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.

**\$24.95 / \$24.95** cloth 978-0-231-19954-4

2021 264 pages 6 illus.



**The Myth of Private Equity**

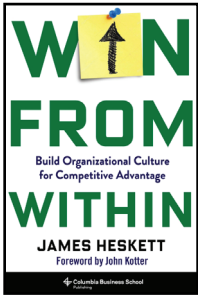
An Inside Look at Wall Street's Transformative Investments

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

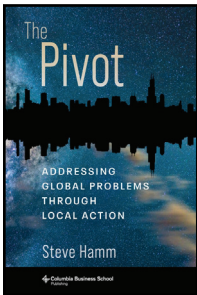
"Heskett's academic approach and writing style will provide academics, thinkers, and leaders with new insights into the art and science of how culture makes a difference in business, good or bad. He is the right author for this timely topic."

— 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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**The Pivot**

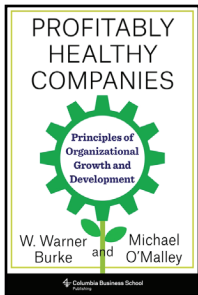
Addressing Global Problems Through Local Action

Steve Hamm

"An engaging nonstop ride through the development of a vision to address the world's major problems by systems scientists and community activists who came together to assess key challenges." —Michael Batty, Bartlett Professor of Planning and Chair of the Centre for Advanced Spatial Analysis, University College London

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**Profitably Healthy Companies**

Principles of Organizational Growth and Development

W. Warner Burke and Michael O'Malley

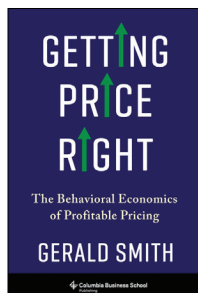
"What makes this book a gem is the easily accessible way in which theory is presented, the extensive examples from a variety of companies, and the clarity of the writing. This book will be a valuable resource to scholars, practitioners, and students."

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

**\$35.00 / £30.00** paper 978-0-231-18691-9

**\$140.00 / £115.00** cloth 978-0-231-18690-2

**February 2022** 336 pages 22 illus.



## Getting Price Right

The Behavioral Economics of Profitable Pricing

Gerald Smith

"This is the most important pricing book to come out in the past twenty years. It provides the most thorough collection of alternatives for setting up the "just right©" department, complete with strategic objectives and tactical detail."—Reed K. Holden, founder, Holden Advisors.

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## Undiversified

The Big Gender Short in Investment Management

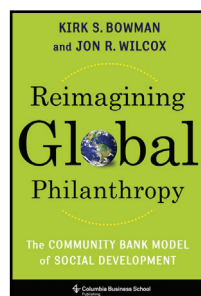
Ellen Carr and Katrina Dudley

"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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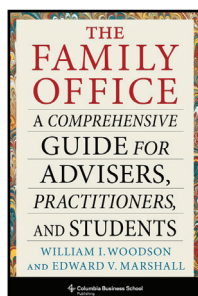
The Community Bank Model of Social Development

Kirk S. Bowman and Jon R. Wilcox

"*Reimagining Global Philanthropy* takes a tried-and-true model—one based on the industry I work in every day—and brings the lessons of community banking to the global stage of international philanthropy. Now, more than ever, philanthropy must maximize returns on investment. A trailblazing book that provides a formula that really works."—John DeCero, president and CEO, Mechanics Bank

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## The Family Office

A Comprehensive Guide for Advisers, Practitioners, and Students

William I. Woodson and Edward V. Marshall

"The definitive guide to a fast-growing, highly diverse, and poorly understood domain of finance—a must-read for those seeking a holistic view of the investment side of the capital markets and an in-depth exploration of key strategic and organizational issues facing family offices."

—Ingo Walter, Seymour Milstein Chair in Finance, Corporate Governance, and Ethics Emeritus, New York University

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## Positioning for Advantage

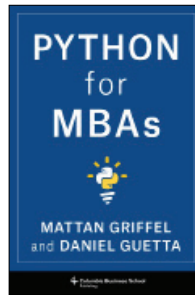
Techniques and Strategies to Grow Brand Value

Kimberly A. Whitler

"Achieving positional superiority across product, packaging, communication, and go-to-market efforts are the keys to brand building and often category growth. This is an essential read for any brand leader to increase their skills and move from insight to action. It's a great blend of academic research and practical know-how that I wish I had had in my library years ago."— F. D. Wilder, senior advisor, McKinsey and Company, and former chief digital officer, Procter & Gamble

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**2021** 280 pages



## Python for MBAs

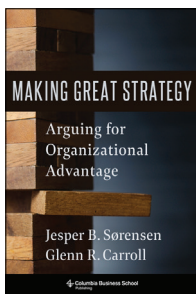
Mattan Griffel and Daniel Guetta

"Business leaders everywhere increasingly need top technology and data skills to stay competitive. Mattan Griffel and Daniel Guetta bring Python to life through clear and compelling stories and case studies, showing you how to use the power of variables, strings, and lists to immediately help your business and analytics."— Glenn Hubbard, dean emeritus and Russell L. Carson Professor of Finance and Economics, Columbia Business School.

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## Making Great Strategy

Arguing for Organizational Advantage

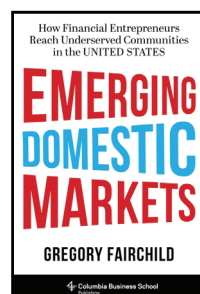
Jesper B. Sørensen and Glenn R. Carroll

"Sørensen and Carroll have developed an incredibly powerful yet simple way to build a compelling corporate strategy. After reading this book you'll wonder why everyone doesn't do it this way."

—Andy Rachleff, cofounder, CEO, and executive chairman, Wealthfront; previously cofounder and senior partner, Benchmark Capital

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**2021** 296 pages



## Emerging Domestic Markets

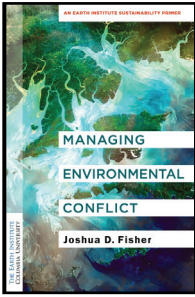
How Financial Entrepreneurs Reach Underserved Communities in the United States  
Gregory Fairchild

"I've long believed that the issues facing underserved communities are not intractable, despite what some say. There are proven approaches that work. In this book, Gregory Fairchild showcases some of those approaches and innovations, marrying his compelling firsthand experience with academic research."—Robert E. Rubin, board chair, Local Initiatives Support Corporation, and former U.S. secretary of the treasury

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**2021** 336 pages





## Managing Environmental Conflict

An Earth Institute Sustainability Primer  
Joshua D. Fisher

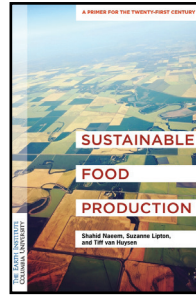
Conflicts frequently arise over environmental issues such as land use, natural resource management, and laws and regulation. This book is a primer on causes of and solutions to such conflicts. Joshua D. Fisher provides a foundational overview of the theory and practice of collaborative approaches to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

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**February 2022** 192 pages 23 illus.

**COLUMBIA UNIVERSITY EARTH INSTITUTE  
SUSTAINABILITY PRIMERS**



## Sustainable Food Production

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

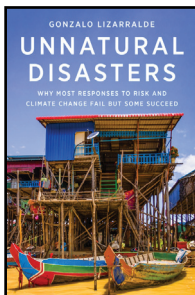
This concise text offers an overview of the key issues in sustainable food production for all readers interested in the ecology and environmental impact of agriculture. It details the ecological foundations of farming and food systems, showing how to create sustainable alternatives to the industrial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

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## Unnatural Disasters

Why Most Responses to Risk and Climate Change Fail but Some Succeed  
Gonzalo Lizarralde

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**2021** 328 pages 24 illus.



## Plastic Free

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

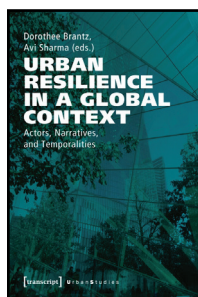
Rebecca Prince-Ruiz and  
Joanna Atherfold Finn

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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**2020** 272 pages





## Global Environmental Politics

### The Transformative Role of Emerging Economies

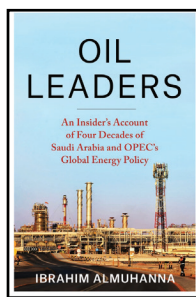
Johannes Urpelainen

Johannes Urpelainen shows that emerging economies continue to prioritize economic growth and often have limited institutional capacity to contain the environmental destruction that it causes. However, he argues, despite barriers to cooperation, innovative bargaining and institutional design offer a way forward. Bottom-up agreements that respect national sovereignty and invest in capacity building hold more promise than traditional top-down treaties with binding commitments.

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2022 336 pages



## Oil Leaders

### An Insider's Account of Four Decades of Saudi Arabia and OPEC's Global Energy Policy

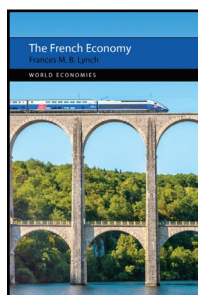
Ibrahim AlMuhanna

*Oil Leaders* offers an unprecedented glimpse into the strategic thinking of top figures in the energy world from the 1980s through the recent past. Ibrahim AlMuhanna—a close adviser to four different Saudi oil ministers over that span of time—examines the role of individual and collective decision making in shaping market movements.

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March 2022 256 pages

CENTER ON GLOBAL ENERGY POLICY SERIES



## The French Economy

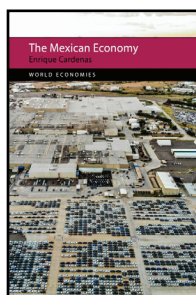
### Frances M. B. Lynch

Frances M.B. Lynch provides an authoritative analysis of the modern French economy from its postwar reforms, through the period of Gaullist national planning, to the impact of the recent global financial crisis. She explores the monetary and fiscal policies of successive governments and the country's economic performance through a variety of indicators.

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### Enrique Cardenas

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**Evolving Regional Economies**  
Resources, Specialization,  
Globalization  
Martin Henning

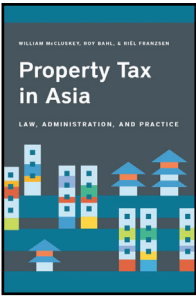
Martin Henning explores why economic growth and transformation are essentially regionally based and spatially dependent processes. The book offers an accessible introduction to the core ideas involved in understanding the dynamics of regional economies and draws on case studies to illuminate these ideas in practice.

**\$30.00** paper 978-1-78821-408-7

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**Property Tax in Asia**  
Policy and Practice  
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McCluskey, Roy Bahl, and  
Riël Franzsen

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**LINCOLN INSTITUTE OF LAND POLICY**



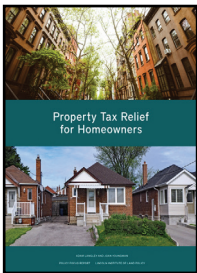
**Infrastructure Economics and Policy**  
International Perspectives  
Edited by José A. Gómez-  
Ibáñez and Zhi Liu

In this comparison of infrastructure across countries and sectors, leading international academics and practitioners consider the latest approaches to infrastructure policy, implementation, and finance. The book presents evidence-based solutions and policy considerations, essential concepts and economic theories, and a current overview.

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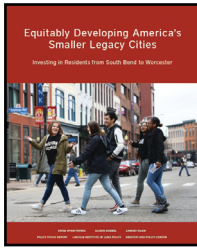
**Property Tax Relief for Homeowners**  
Adam Langley and Joan  
Youngman

This report is the go-to resource on the options that U.S. states have to provide property tax relief for homeowners without compromising municipal fiscal health or services. Adam Langley and Joan Youngman present the pros and cons of measures that can effectively provide relief without undermining the property tax system.

**\$20.00 / £14.99** paper 978-1-55-844416-4

**2021** 60 pages

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## Equitably Developing America's Smaller Legacy Cities

Investing in Residents from South Bend to Worcester

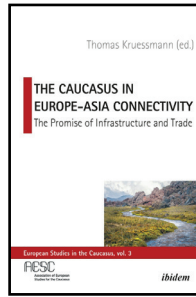
Erica Spaid Patras, Alison Goebel, and Lindsey Elam

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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**2021** 72 pages

LINCOLN INSTITUTE OF LAND POLICY



## The Caucasus in Europe-Asia Connectivity

The Promise of Infrastructure and Trade

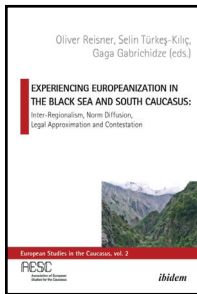
Edited by Thomas Kruessmann

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.

**\$46.00** paper 978-3-8382-1574-7

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## Experiencing Europeanization in the Black Sea and South Caucasus

Inter-Regionalism, Norm Diffusion, Legal Approximation,

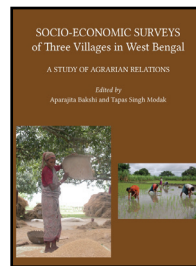
Edited by Oliver Reisner, Selin Türker-Kılıç, and Gaga Gabrichidze

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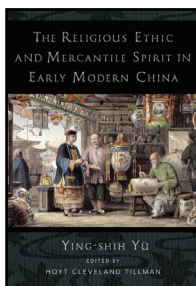
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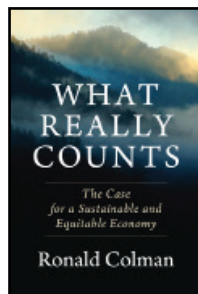
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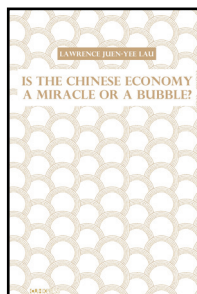
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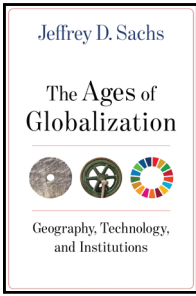
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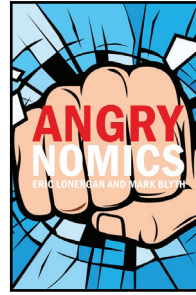


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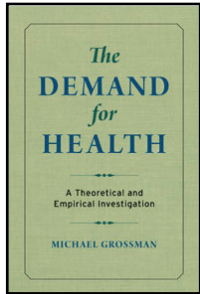
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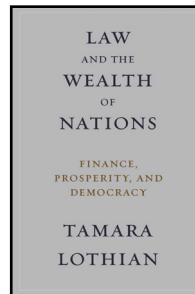
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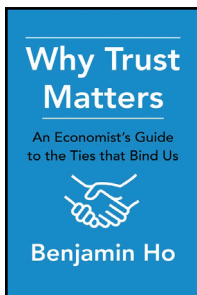
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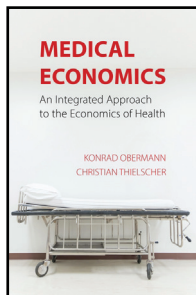
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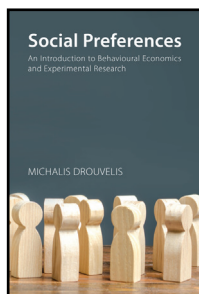
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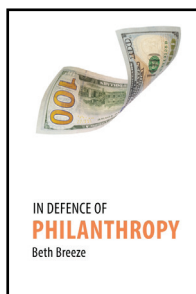
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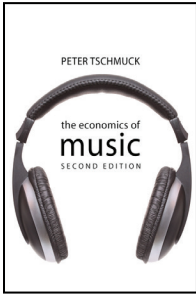
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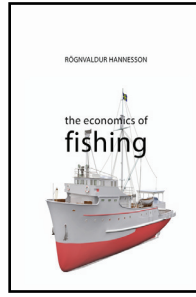
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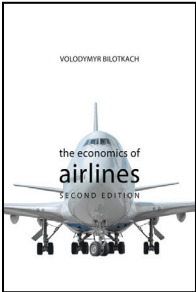
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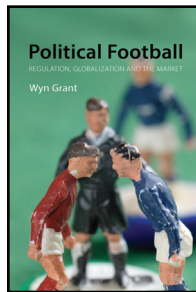
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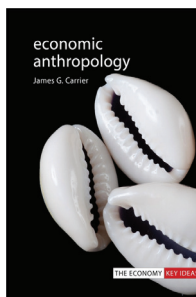
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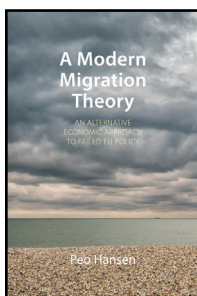
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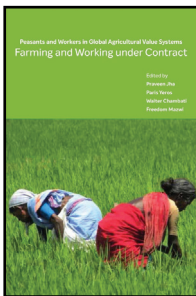
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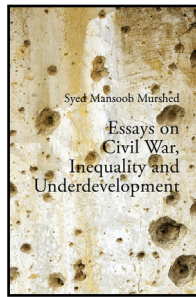
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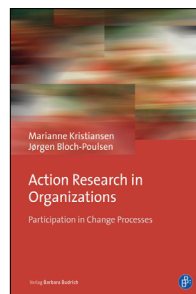
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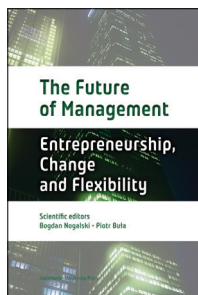
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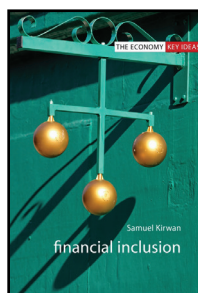
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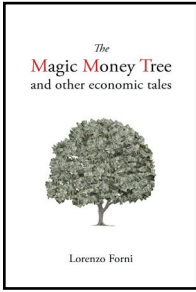
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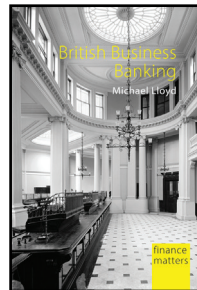
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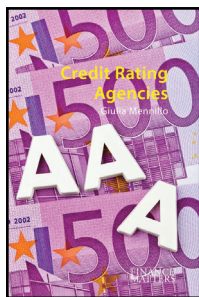
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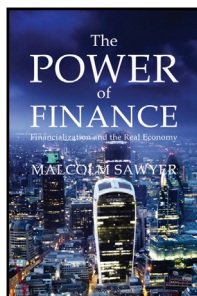
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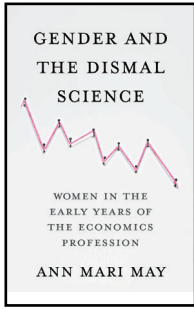
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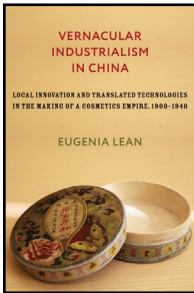
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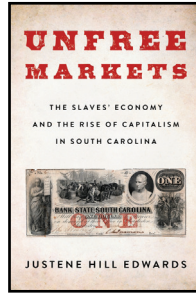
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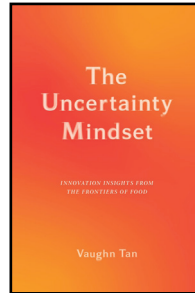
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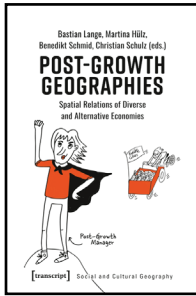
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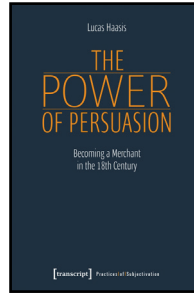
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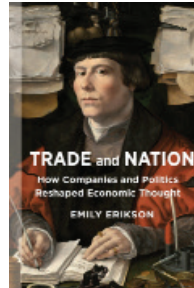
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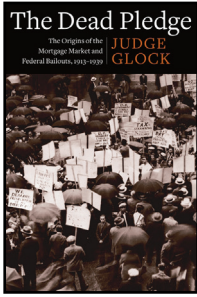
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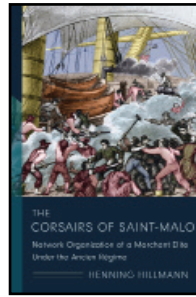
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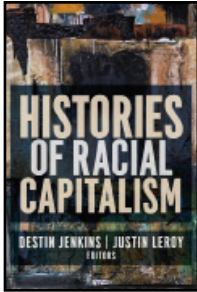
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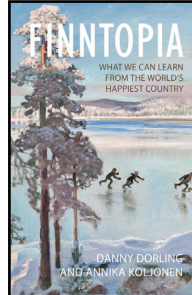
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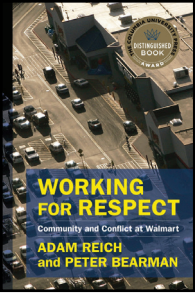
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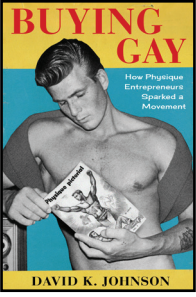
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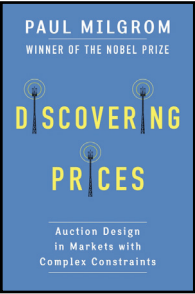
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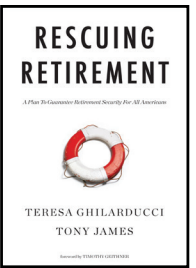


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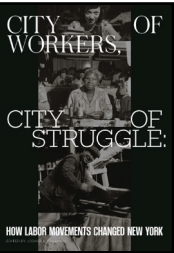
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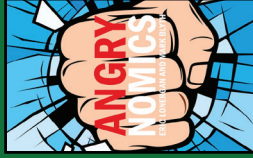
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