

## 4. Book Reviews

### 1. Who Dares Sells

- *the ultimate guide to selling*

This is no ordinary 'how to sell' book. The entire book is littered with Chinese proverbs, Kipling poems, psychological theories, and even a moral about being a busy bee. It has a splendid chapter on body language, in which you can find out what it means if your potential client is poking their tongue out, among other things.

### 2. Bust

- *a creditor's guide to dealing with failing companies*

The motivation behind this book is a true story of a company who went bankrupt – in this instance owing Young's husband £130,000. Something needs to be written, she decided, for the helpless creditors of such firms. So she wrote it, and it wasn't an easy task.

Don't wait for it to happen to you or your firm before you buy.

### 3. Up and Running

- *women in business*

Do women change business or does business change women?

McLoughlin has examined cultural trends and interviewed top businesswomen, and has the answers to the questions „is business inherently masculine” and „will future businesswomen be different from those who first entered into the boardrooms?”

Ninety per cent of new jobs over the next decade will be filled by women. So it might be a good idea to find out what a businesswoman is.

### 4. Bullying At Work

- *how to confront and overcome it*

Bullying at work gradually erodes our personal and professional confidence and damages our well-being. And you often can't just tell your bully to get lost.

The book, which emerged out of a BBC Radio 4 programme on the theme, gives hard advice using shockingly true examples of this rarely recognised topic.

### 5. Head to Head

- *the coming economic battle among Japan, Europe and America*

And the winner is ... Europe!

Or rather a „House of Europe”, dominated by Germany. But only if radical new skills and new ways of thinking are adopted, like how we can close the education gap, how we can become team players, and how we can cooperate with our opponents.

Bravely written by an American author with an „important shaping voice in US economic policy”, it is already a best seller in the US, and is an up to the minute analysis of the new world economy.

So if the 'losers' over there are reading it, perhaps the 'winners' over here should, too.

### 6. Stress Buster

- *over 101 strategies for stress survival*

A somewhat stressful read, highlighting all the forms of stress you didn't realise you had, and starting each chapter with strange phrases like „I can feel good about myself”.

You might be better off investing your time in one of those floating tanks.

### 7. Hunting with the Tigers

- *how to achieve commercial success in the Asian-Pacific Rim*

The tigers area Korea, Taiwan, Hong Kong, and Singapore.

Well, no one's buying anything in the UK, so why not go and sell to the over 100 million people who are hungry for our products? Sound like a good idea? This is your essential, comprehensive and well-researched guide – incorporating country profiles and export guidelines.

## Feladat

Olvassa el a könyvismertetések (Book Reviews) és jelölje be a táblázatban a tartalmukra vonatkozó információkat a megadott példa szerint!

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