

Recommended Reading List for Wharton MBA Class of 2011

TITLE	AUTHOR	FACULTY RECOMMENDER
<i>Wisdom of Crowds</i>	James Suriowiecki	Justin Wolfers, Business and Public Policy
<i>Information Rules</i>	Shapiro and Varian	Joel Waldfoegel, Business and Public Policy
<i>The Partnership</i>	Ellis	Michael Steele, Statistics
<i>The Anatomy of Buzz Revisited</i>	Emanuel Rosen	Jonah Berger, Marketing
<i>Made to Stick</i>	Chip Heath and Dan Heath	Jonah Berger, Marketing
<i>Capitalism and Freedom</i>	Milton Friedman	Peter Linneman, Real Estate
<i>The Forgotten Man</i>	Amity Schlaese	Peter Linneman, Real Estate
<i>Threshold Resistance</i>	A Alfred Taubman	Peter Linneman, Real Estate
<i>A Random Walk Down Wall Street</i>	B. Malkiel	Chris Geczy, Finance
<i>Fooled by Randomness</i>	Naseem Taleb	Chris Geczy, Finance
<i>Stocks for the Long Run</i>	Jeremy Siegel	Chris Geczy, Finance
<i>The Return of Depression Economics and the Crisis of 2008</i>	Paul Krugman	Iwan Barankay, Management
<i>The World is Flat</i>	Thomas Friedman	Felipe Monteiro, Management Serguei Netessine, OPIM
<i>Good to Great</i>	Jim Collins	Mike Useem, Management
<i>The Flaw of Averages</i>	Sam Savage	Howard Wainer, Statistics
<i>Picturing the Uncertain World</i>	Howard Wainer	Howard Wainer, Statistics

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<i>The Goal: A Process of Ongoing Improvement</i>	Eliyahu M. Goldratt and Jeff Cox	Serguei Netessine, OPIM
<i>Freakonomics: A Rogue Economist Explores the Hidden Side of Everything (P.S.)</i>	Steven D. Levitt and Stephen J. Dubner	Serguei Netessine, OPIM
<i>Long Tail, The, Revised and Updated Edition: Why the Future of Business is Selling Less of More</i>	Chris Anderson	Serguei Netessine, OPIM
<i>The Machine That Changed the World: The Story of Lean Production--Toyota's Secret Weapon in the Global Car Wars That Is Now Revolutionizing World Industry</i>	James P. Womack, Daniel T. Jones, and Daniel Roos	Serguei Netessine, OPIM
<i>Product Development Performance: Strategy, Organization, and Management in the World Auto Industry</i>	Kim B. Clark and Takahiro Fujimoto	Serguei Netessine, OPIM
<i>Dance with Chance</i>	Makridakis, Hogarth and Gaba	Hans Pennings, Management
<i>Competing on Analytics: The New Science of Winning</i>	Thomas H. Davenport and Jeanne G. Harris	Noah Gans, OPIM
<i>Moneyball: The Art of Winning an Unfair Game</i>	Michael Lewis	Noah Gans, OPIM
<i>The Leadership Moment</i>	Mike Useem	Anne Greenhalgh, Management
<i>Leading Minds: An Anatomy of Leadership</i>	Howard Gardner	Anne Greenhalgh, Management
<i>My Years at General Motors</i>	Alfred P. Sloan	Peter Cappelli, Management
<i>The Visible Hand</i>	Alfred Chandler	Peter Cappelli, Management
<i>Marketing Metrics: 50+ Measures Every Manager Should Master</i>	Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein	David Reibstein, Marketing

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<i>The Great Ccrash of 1929</i>	John Kenneth Galbraith	Olivia Mitchell, Risk Management and Insurance
<i>Wharton on Making Decisions</i>	Steve Hoch and Howard Kunreuther	Howard Kunreuther, OPIM
<i>Predictably Irrational</i>	Dan Ariely	Len Lodish, Marketing
<i>Creating a World Without Poverty</i>	Muhammad Yunus	Diana Robertson, Legal Studies and Business Ethics
<i>The Fortune at the Bottom of the Pyramid</i>	C.K. Prahalad	Diana Robertson, Legal Studies and Business Ethics
<i>Nudge</i>	Thaler and Sunstein	Richard Shell, Legal Studies and Business Ethics Rob Stambaugh, Finance
<i>The Network Challenge, The: Strategy, Profit, and Risk in an Interlinked World</i>	P. Kleindorfer and J. Wind	Jerry Wind, Marketing
<i>Lords of Finance: The Bankers Who Broke the World</i>	Liaquat Ahamed	Marshall Meyer, Management
<i>Fool's Gold: How the Bold Dream of a Small Tribe at J.P.Morgan Was Corrupted by Wall Street Greed and Unleashed a Catastrophe</i>	Gillian Tett	Marshall Meyer, Management
<i>The Bigness Complex</i>	Walter Adams and James Brock	Evan Rawley, Management