

Faculty Books



Real Estate and China's Economy By Sheng Songcheng, Song Hongwei and Wang Heng

Why have housing prices in big Chinese cities continued to rise for over two decades? Should China's housing policies be systematically reassessed? And, how can we free people from anxieties related to housing prices? In *Real Estate and China's Economy*, Sheng Songcheng, Song Hongwei, Wang Heng and Wang Wei explore the complexities of China's real estate sector.

Although the real estate industry plays an important role in China's economy, its structural characteristics are in need of change. Firstly, the proportion of residential and industrial land in the first-tier cities are unbalanced. Secondly, we have an oversupply of commercial land.

Housing prices in some cities, for example, have also experienced increasing polarization and the structure of the housing demand side has changed. With regard to regulation and control, the authors highlight the need to put more emphasis on supply side regulation and control. Squeezing (instead of popping) the bubble is the only way to stabilise real estate industry development.

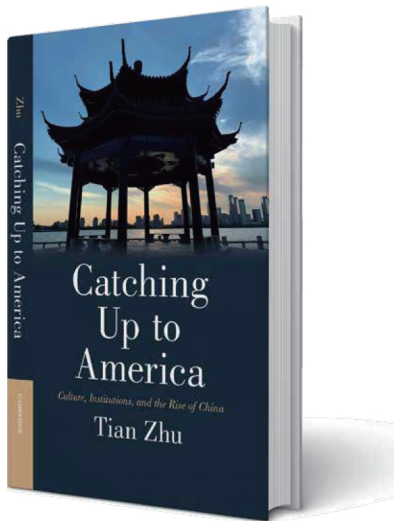


Understanding Organizational Behaviour By Katherine Xin and Jone L. Pearce

Many phenomena studied by organisational behaviourists are commonplace in the real workplace. However, the thing people would like to know most about is what is invisible under the 'iceberg.' For example, why do employees act the way they do? Where do they get their attitudes and personalities? How should we motivate employees? And, what are the real incentives?

In *Understanding Organizational Behaviour*, CEIBS Professor of Leadership Katherine Xin and UCI Paul Merage School of Business' Jone L. Pearce explore personal and organisational motivation and the development of teams and how they combine to help achieve an organisation's goals.

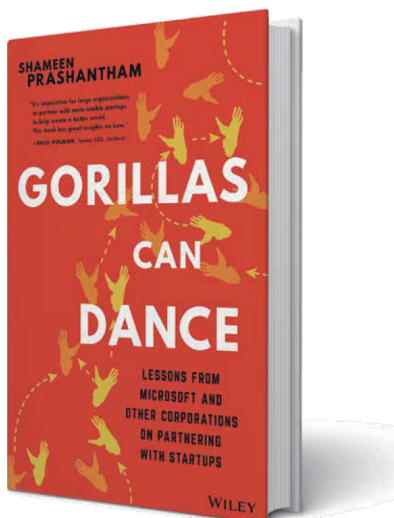
Drawing from years of empirical research, their work delves into understanding employees' emotions, building high-efficiency teams and the role of power and politics in organisations. *Understanding Organizational Behaviour* is a valuable resource for those interested in learning more about how employees make decisions, how team goals are communicated and what managers can do to collaborate with others both within and outside of their organisations instead of relying on themselves to complete tasks.



Catching Up to America: Culture, Institutions, and the Rise of China By Zhu Tian

China's rapid rise is doubtless the most significant economic and geopolitical event in the 21st century. What has led to its rise? What does it mean for the rest of the world? When will China overtake the US? Will the conflict between the two superpowers derail its further rise? Can China's development experience be emulated by other countries?

These are some of the important questions addressed in this jargon-free, yet rigorous book authored by CIEBS Professor of Economics Zhu Tian. It debunks many popular explanations of China's rapid economic growth ranging from its abundance of cheap labour, export promotion, demographic dividend and strong government to mercantilist policies and IP theft. Taking a global comparative approach, this book demonstrates convincingly that the true differentiating factor making China grow faster than other developing countries over the past four decades is its Confucianist culture of savings and education. This cultural perspective yields powerful new insights into many questions regarding China's rise.



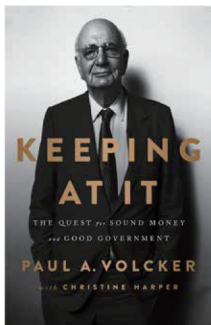
Gorillas Can Dance: Lessons from Microsoft and Other Corporations on Partnering with Start-ups By Shameen Prashantham

Faced with disruption brought about by digitalisation, multinational corporations are realising the value of partnering with external actors – including start-ups. However, while established corporations and start-ups do have complementary capabilities that could result in win-win collaboration, they often find that developing productive partnerships is not straightforward. The very thing that attracts them to each other – their significant differences – also makes it difficult to work together. Therefore, the partnering process must be approached not only enthusiastically but thoughtfully, by addressing these systemic asymmetries through focusing on the three pillars of synergy, interface, and exemplar.

In this book, drawing upon over a decade of research in multiple locations CEIBS Professor of International Business and Strategy Shameen Prashantham provides guidance on how corporations and start-ups can build mutual beneficial partnerships. Using examples such as Microsoft, AB InBev, Bayer, BMW, Coca Cola, IBM, Intel, Unilever, Walmart and more, *Gorillas Can Dance* illuminates the “why”, “how”, and “where” of corporation-start-up partnering.

CEIBS Faculty Recommended Reading

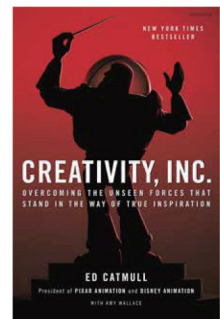
Looking for a good book to kick back and relax with? CEIBS faculty have got you covered! Check out these reading recommendations from our professors.



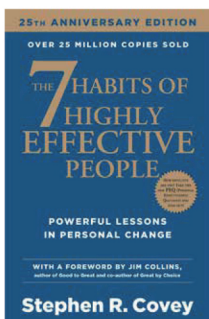
“I always recommend reading autobiographies to my classes. I think one of the most effective ways to understand any era is through its most important decision makers! Paul Volcker’s *Keeping at It* is especially good, as he wrote the book right before he passed away in 2019. Volcker served as Fed chairman from 1979-1987 and was famous for bringing an end to the high inflation period brought on by the oil shock. A nice read to understand the workings of the Fed, monetary policy, and the US economy. ☺☺

– CEIBS Assistant Professor of Economics Howei Wu

“*Creativity, Inc.* by Ed Catmull is one of the best books written on how to build a creative organisation. Catmull shows how Pixar has made films that make them feel proud and has developed specific management practices to enhance creativity and performance. This is also one of the most interesting books I have read in the past ten years. ☺☺



– CEIBS Philips Chair in Management Kim Tae-Yeol

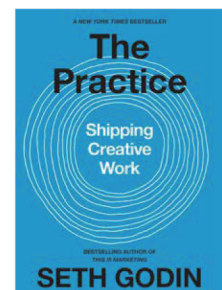


“*The Seven Habits of Highly Effective People* by Stephen R. Covey is a perennial favourite amongst business faculty to assign as pre- and post-course reading. Cultivating good habits at work and in daily life is becoming much more important in the digital age. This book begs us to examine our behaviour in-depth and provides a mirror for reflecting our true inner self. I read it at least once a year. ☺☺

– CEIBS Associate Professor of Strategy and International Business Terence Tsai

“*The Practice: Shipping Creative Work* is a really nice book for anyone who wants to take on creative work or a leadership role. It helps you get unstuck and find the courage to create something new. Seth Godin teaches you how to turn your passion into a process with structure, and how to deliver quality work on a consistent basis. ☺☺

– CEIBS Professor of Finance Frank Yu



Business insights in six classic films

■ By Yiwan Wang

Office Space (1999)

Today's youngsters are not the first to embrace tangping (lying flat). In *Office Space*, three software engineers decide they can no longer put up with their boring jobs and a boss who always asks them to work overtime. After failing to seek the help of a therapist, they set off on an incredible adventure to escape from their predicament.

Wall Street (1987)

Oliver Stone's classic business drama reveals the dark side of Wall Street, a place where greed is good and money never sleeps. The film also garnered Michael Douglas the Academy Award for Best Actor with a profound take on the complicated relation between people and money.

The Big Short (2015)

One of a string of tales about the Global Financial Crisis to be adapted for the big screen, *The Big Short* tells the story of a group of traders and hedge fund managers who successfully predicted (and benefited from) the meltdown. In addition to offering a glimpse into the capriciousness and treachery of Wall Street, the film resembles a textbook on how the crisis unfolded.

Pirates of Silicon Valley (1999)

Pirates of Silicon Valley tells the story of two of the world's biggest tech behemoths, Apple and Microsoft. In addition to exploring the level of competition and collaboration between the two companies, the film looks at the personal relationship between two of history's most enigmatic founders.

The Founder (2016)

An outstanding movie and an excellent business case about the early days of the McDonald's restaurant empire, *The Founder* stars Michael Keaton as Ray Kroc, a ruthless and possessive businessman who took control of someone else's brand step by step.

Enron: The Smartest Guys in the Room (2005)

Alex Gibney's documentary explores possibly the biggest business scandal in history and the group of executives who made off with billions of dollars triggering the bankruptcy of the seventh largest company in America. This story of a fallen star is also a super class in business ethics.

