Ethics: Focus on Rushworth M. Kidder

I heard Dr. Kidder speak about the “ethics recession” at the ACRL conference in Seattle in 2009. He is the president and founder of the Institute for Global Ethics. I was inspired by his talk and I wanted to read his work, however, the Brock Library collection did not have his books. So I bought a few of them! To learn more about Dr Kidder and his work on Ethics, please see the following site: http://www.globalethics.org/

  “He makes the case that, with each passing day, the current economic crisis is moving from issues of money to issues of integrity…[and] he identifies the kind of changes required to bring us through the crisis — changes not only in personal ethics but in our collective culture of integrity”.

  “Moral courage is the bridge between talking ethics and doing ethics.” “By exploring how moral courage spurs us to strive for core values, he demonstrates the benefits of ethical action to the individual and to society”

  “An essential guide to ethical action updated for our challenging times…[it] offers practical tools for dealing with the difficult moral dilemmas we face in our everyday lives”.

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Inside this issue:

- **Reflections on the** Recent economic & Financial crisis
- **Entrepreneurship:** From the theoretical to the practical
- **Research Guides &** Delicious bookmarks
- **Meebo Me!**
- **Sports and Fitness**
The recent economic & financial crisis has proven to be a windfall for authors and publishers. Just try searching Amazon.com!

Here is a sample of the many titles that have been published on this topic over the past year that are available in the Brock Library. Click on a book’s title to link to its Library Catalogue record (so you can learn more about it, and see if it is ‘in Library “ or signed out). I have also included links to the publisher’s web site ‘blurb’ for each title.

  - “A blistering narrative account of the negligence and greed that pushed all of Wall Street into chaos and the country into a financial crisis.”  
  - Anchor Books blurb

  - “The report establishes a bold agenda for policy change, both broad in scope and profound in its ambitions, that is sure to be the gold standard for understanding and contending with the international economy for many years to come. The Stiglitz Report is essential.”  
  - New Press blurb

  - “Andrew Ross Sorkin delivers the first definitive blow-by-blow account of this epochal crisis - from the machinations inside Lehman Brothers’ plush offices to the corridors of power in Washington to secret meetings in Moscow.”  
  - Viking blurb

  - “In this timely guide, he outlines his vision for the new financial future and provides actionable advice along the way.”  
  - Wiley blurb

  - “In this dramatic and compelling account of Lehman Brothers’ spectacular rise and fall, author Mark T. Williams explains how uncontrolled risk toppled a 158-year-old institution—and what it says about Wall Street, Washington, D.C., and the world financial system.”  
  - McGraw Hill blurb
Entrepreneurship: from the theoretical to the practical

- **Start your own**...This series of guides from Entrepreneur Press provides future entrepreneurs with practical advice on starting specific types of businesses. Titles in the series cover: bars & clubs; senior services; tutoring & test prep businesses; pet businesses; and kid-focused businesses. Call numbers vary, so search the Brock Library Catalogue for the title **Start Your Own**.

**Research Guides by Program: Business & Economics**

In May 2010, the Library web site was launched using the University’s new content management system. As a result, all of our **Research a Topic In**… pages had to be converted into **Research Guides**. So, over the last few months, I have been creating new Research Guides for my liaison areas: Business and Economics. Look at our Research menu for Research Guides by Program, or use this direct link: [http://www.brocku.ca/library/research-lib/research-guides](http://www.brocku.ca/library/research-lib/research-guides)

Under the heading of Business, I have created guides for Accounting, Entrepreneurship, Finance, Information Technology, Management, Marketing, Operations Management, and Organizational Behaviour & Human Resources. Under the heading of Social Sciences, I have created a guide for Economics.

**What can you do with these guides?** Create a link from your course in Isaak/Sakai to help students who may require hints on ‘getting started’ with library research. Each guide covers the basics from finding background information to finding articles (key databases) as well as information sources specific to that discipline (i.e. accounting standards). Please let me know if there are additional categories or key sources that should be included for the guide in your discipline. In addition, I have created an account on **Delicious** (a social bookmarking site) called **BrockBizLibrary** and am slowly adding interesting web sites and ‘tagging’ them by topic. I am happy to add your favorite sites, so please forward your recommendations to me at [http://delicious.com/brockbizlibrary](http://delicious.com/brockbizlibrary)
The Business & Economics of Fitness & Sports

“Once the province of gurus, yoga is now practised by such media-star personalities as Madonna and Sting. Yoga paraphernalia is everywhere, from malls to supermarkets, and the number of practitioners is growing daily. What prompted the change from spiritual to secular—and who is cashing in? Yoga Inc. examines the trends now sweeping the industry, from large “McYoga” chains to yoga tournaments to high-profile yogis like Bikram Choudhury. Yoga Inc. asks: Can yoga survive with its good karma intact?”

“What economic rules govern sports? How does the sports business differ from other businesses? Playbooks and Checkbooks takes a fascinating step-by-step look at the fundamental economic relationships shaping modern sports. Focusing on the ways that the sports business does and does not overlap with economics, the book uncovers the core paradox at the heart of the sports industry.”

“This book is an excellent resource that examines significant brands and the points of interest associated with their successes (and sometimes failures). Brands in this work span sport, recreation, and beyond, and each chapter sheds light on actions that have utilized sport business to cultivate brand equity.”