



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

Perpustakaan  
Sultanah Zanariah

UNIVERSITI PENYELIDIKAN

# ARTICLES FOR UTM SENATE MEMBERS

## "Reviews on selected Management Book"

NO.

TITLE

1.	A Passion for Success : Practical, Inspirational, and Spiritual Insight from Japan's Leading Entrepreneur
2.	How Will You Measure Your Life
3.	Excellence Without A Soul : Does Liberal Education Have A Future?
4.	The Lost Soul of Higher Education: Corporatization, the Assault on Academic Freedom, and the End of the American University.

2<sup>nd</sup> January 2013

SOURCE : PERPUSTAKAAN SULTANAH ZANARIAH



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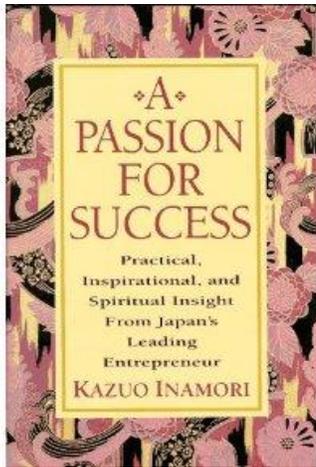
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**NO.:**

**TITLE :**

1.	Book Review :A Passion for Success : Practical, Inspirational, and Spiritual Insight from Japan's Leading Entrepreneur
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**Title:** A Passion for Success: Practical, Inspirational, and Spiritual Insight from Japan's Leading Entrepreneur.

**Author:** Kazuo Inamori (Author)

**Publisher:** McGraw-Hill Companies

**Year:** 1995

**ISBN:** 978-0070317840

**Call No.:** HF5387 K39 1995

### **About the Author**

Dr. Kazuo Inamori, whose management philosophy is shared in this book, was born in Kagoshima, southern Japan, in 1932. At age 27, he established Kyoto Ceramic Co., Ltd which is now Kyocera Corporation using \$10,000 from a friend. Kyocera has since become a global leader in high-tech ceramic and electronic products. In 1984, he also established DDI Corporation (now KDDI), the first long-distance and cellular telephone carrier company to challenge NTT, Japan's communications monopoly.

### **About the book**

This book was written in the distinguished tradition of Tao of Leadership, this guide is an ideal fusion of inspiration and incomparable business genius, revealing an approach to wisdom and success considered revolutionary and refreshing even in Japan. Each of its key principles for the enrichment of business and personal life is supported by anecdotes drawn from Dr. Inamori's that have the vast experience. Topics included in this book is about his reflections on: Ability; Effort; Attitude; Profit; Ambition; Sincerity; Strength; Innovation; Optimism; Never Give Up.

Kazuo Inamori's book is highly inspirational in its evocation of "passion" as the underpinning driver of success in life. In all fields of social endeavor, it is the most passionate individuals who stand out, and ultimately achieve success. We see this in the sporting arena (Muhammad Ali, Leyton Hewitt), in business (Richard Branson, Jack Welsh), and in politics.

Inamori's book is divided up into two parts. Part one provides a series of insights on "How to Succeed in Life", covering the following key areas: **ability, effort, attitude, and success**. His central thesis is that **success = effort x ability x attitude**. Most of us tend to see success as the result of effort and ability, but overlook the power of maintaining a **positive attitude**. Inamori urges the reader not to overlook the immense power that a positive attitude can have, both in terms of attracting support for our goals, and in terms of building and maintaining our own self esteem. The second part of this book focuses on "How to Succeed in Business" and covers the following eight areas; **passion, profit, ambition, sincerity, strength, innovation, optimism, and 'never give up'**.

Above all else, this book contains genuine bursts of insight that will enrich the perspective of most readers. Unlike so many self-help products that promise the earth and deliver disappointment, this book is as close as the thinking person will get to "the real deal". This is an excellent business books, and stand out as unique and valuable contributions to our understanding of the meaning of success in today's modern world of work.



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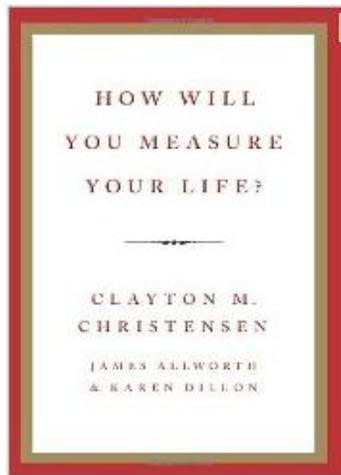
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**NO.:**

**TITLE :**

2.	Book Review : How Will You Measure Your Life
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**Title:** How Will You Measure Your Life?

**Author:** Clayton M. Christensen

James Allworth

Karen Dillon

**Publisher:** Harper Business

**Year:** 2012

**ISBN:** 978-0062102416

**Call No.:** On Order

### **About the Author**

Clayton M. Christensen is the Kim B. Clark Professor at Harvard Business School, the author of seven books, a five-time recipient of the McKinsey Award for *Harvard Business Review's* best article, and the cofounder of four companies, including the innovation consulting firm Innosight. In 2011 he was named the world's most influential business thinker in a biennial ranking conducted by Thinkers50.

### **About the book**

In 2010 world-renowned innovation expert Clayton M. Christensen gave a powerful speech to the Harvard Business School's graduating class. Drawing upon his business research, he offered a series of guidelines for finding meaning and happiness in life. He used examples from his own experiences to explain how high achievers can all too often fall into traps that lead to unhappiness.

His first key point is that when people ask what he thinks they should do, he has learned to rarely directly answer their question. Instead, he runs the question through one of his models involving an industry quite different from their own. Then, more often than not, they'll say "I get it," and answer their own question more insightfully than he believes he could have.

In this groundbreaking book, Christensen puts forth a series of questions: How can I be sure that I'll find satisfaction in my career? How can I be sure that my personal relationships become

enduring sources of happiness? How can I avoid compromising my integrity and stay out of jail? Using lessons from some of the world's greatest businesses, he provides incredible insights into these challenging questions.

Christensen is one of the deepest thinkers and most thoughtful people that had the pleasure to meet or hear present. Those traits of deep integrity, thought, and consideration come through in this book. However, the title will be misleading as this is not another self help book, nor it is an attempt for Christensen to break into the Tuesday with Morrie crowd. Rather, Christensen turns his considerable intellect and experience to perhaps the most fundamental question of all. The book is exceptional in its combination of deep feeling that is personal and experiential alongside deeper thought and business experience.

This is a business view of life, not in terms of profit or loss, but more in terms of ideals, ethics, integrity and brutal honesty about yourself, who you are and where you are going. Such deep moral subject matter could be dry and preachy, but Christensen and his co-authors are anything but. They explain their position in a series of theories, simple ideas that you can use as tools to inspect and apply to your own experience. They avoid simple formulaic answers like you would find in some books and generic principles about success contained in others. This is a book that exposes the theory behind the issues below, the sources of conventional business and management wisdom and offers new ways of thinking about these important issues.

The chapters are short, well written and feature some of the material Christensen's prior talks, for example the question of what is the job of a milkshake. The book is pure Christensen and that says it's focused, educational and equips rather than preaches to the audience. This is not a self help book, but it is a book for people wanting to think about how to help them. The difference is understated but important as after all is said and done, we all have to measure our own lives, and change based on what we see and believe using the tools we have. This book is chocked full of such tools. *How Will You Measure Your Life?* is full of inspiration and wisdom, and will help students, midcareer professionals, and parents alike forget their own paths to fulfillment.



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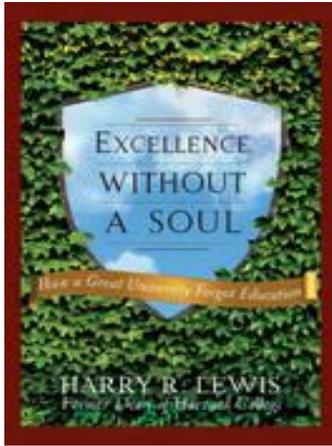
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**NO.:**

**TITLE :**

3.	Book Review : Excellence Without A Soul : Does Liberal Education Have A Future?
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**Title:** Excellence Without a Soul: Does Liberal education Have a Future?

**Author:** Harry Lewis

**Publisher:** New Press

**Year:** 2007

**ISBN:** 978-1595584007

**Call No.:** LA227.4 L48 2007

### **About the Author**

Harry Lewis, Gordon McKay Professor of Computer Science and Harvard College professor has been on the Harvard faculty for thirty-two years. He was Dean of Harvard College between 1995 and 2003 and chaired the College's student disciplinary and athletic policy committees. He has been a member of the undergraduate admissions and scholarship committee for more than three decades. Lewis lives in Brookline, Massachusetts.

### **About the book**

America's great research universities are the envy of the world and none more so than Harvard. Never before has the competition for excellence been fiercer. But while striving to be unsurpassed in the quality of its faculty and students, Universities have forgotten that the fundamental purpose of undergraduate education is to turn young people into adults who will take responsibility for society.

In *Excellence without a Soul*, Harry Lewis, a Harvard professor for more than thirty years and Dean of Harvard College for eight, draws from his experience to explain how our great universities have abandoned their mission. Harvard is unique, it is the richest, oldest, most powerful university in America, and so it has set many standards, for better or worse. Lewis evaluates the failures of this grand institution from the hot button issue of grade inflation to the recent controversy over Harvard's handling of date rape cases and makes an impassioned argument for change. The loss of purpose in America's great colleges is not inconsequential.

Harvard, Yale, Stanford, these places drive American education, on which so much of future depends. It is time to ask whether they are doing the job we want them to do. The author makes a refreshingly candid appraisal of how higher education, specifically Harvard College, has been dealing with critical issues affecting the lives and educations of undergraduates. In doing so, he exposes the hypocrisy of political correctness, the vapidness of "consumer oriented" higher education and above all, the smugly arrogant attitudes that are held by too many who direct today are institutions of higher learning.

Throughout, the writing is clear and often blunt. This book is especially fascinating in its explanations of the historical background that created many of today's policies and procedures at Harvard and elsewhere, and the cases examined are presented in a lively and interesting way. Lewis makes his points efficiently and effectively, provoking the reader's interest throughout.

This is a book that raises important questions about the overall purpose of higher education in a societal context. Perhaps there could have been a bit more arguments as to why the production of thinking, conscientious citizens is so critical in today's world, but it suppose that goes beyond the scope of the book. Yet, if Harvard is indeed the trendsetter for academic policies in the 21st century as few of us would deny, then all Americans should take time to reflect on Lewis's wisdom.



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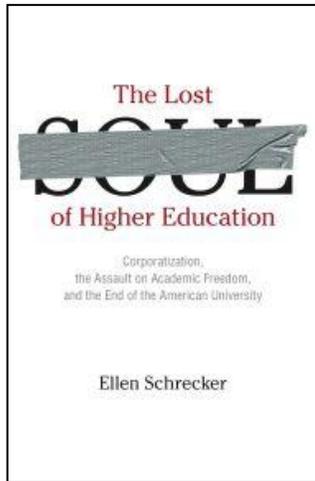
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**NO.:**

**TITLE :**

3.	Book Review : The Lost Soul of Higher Education: Corporatization, the Assault on Academic Freedom, and the End of the American University.
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**Title:** The Lost Soul of Higher Education: Corporatization, the Assault on Academic Freedom, and the End of the American University.

**Author:** Ellen Schrecker

**Publisher:** New Press

**Year:** 2010

**ISBN:** 978-1595584007

**Call No.:** On Order

### **About the Author**

Ellen Schrecker is a professor of history at Yeshiva University who has written extensively about the Cold War red scare. Among her books are *No Ivory Tower: McCarthyism and the Universities*, *The Age of McCarthyism: A Brief History with Documents*, *Many Are the Crimes: McCarthyism in America*, and *Cold War Triumphalism: Exposing the Misuse of History After the Fall of Communism*. Schrecker is the former editor of the American Association of University Professors' magazine, *Academy*. She lives in New York City.

### **About the book**

Schrecker, the leading historian of the McCarthy-era witch hunts, examines both the key fronts in the present battles over higher education and their historical parallels in previous eras offering a deeply-researched chronicle of the challenges to academic freedom, set against the rapidly changing structure of the academy itself. *The Lost Soul of Higher Education* tells the interwoven stories of successive, well-funded ideological assaults on academic freedom by outside pressure groups aimed at undermining the legitimacy of scholarly study, viewed alongside decades of eroding higher education budgets and a trend that has sharply accelerated during the recent economic downturn.

Schrecker seeks to help faculties understand two types of threats facing American higher education which are traditional attacks on academic freedom in the wake of 9/11, and the more

insidious corporate-style restructuring of American higher education around private-sector economic considerations of productivity, cost-effectiveness, vocational training, and corporate research.

In the first part of the book, the author reviews ways in which the academy has handled attacks on academic freedom, from the late 19th century through the McCarthy era, the turbulent 1960s, and into the present. The second part of the book examines structural changes within the academy in the aftermath of the financial troubles of the late 1960s and early 1970s, such as the commercialization of faculty research, and how this affects faculty members. An epilogue assesses the implications of the current financial crisis for the academic community and the future of higher education in the US.

At the same time, Schrecker deftly chronicles the erosion of university budgets and the encroachment of private-sector influence and business-friendly priorities into academic life. From the dwindling numbers of full-time faculty to the collapse of library budgets, *The Lost Soul of Higher Education* depicts a system increasingly beholden to corporate America and starved of the resources it needs to educate the new generation of citizens. A sharp riposte to the conservative critics of the academy by the leading historian of the McCarthy-era witch hunts, *The Lost Soul of Higher Education*, reveals a system in peril and with it the vital role of higher education in a democracy.

Passion for success. Jack Canfield, one of the main characters of the movie "The Secret", author of "The Success Principles" and no 1 success coach in the world, is making his first visit to Estonia. If you have read Jack's books or heard anything about him then you probably know what true star he is in his field. In case you know nothing about him then watch the video on the right to get an idea of how famous he really is. Once you know success principles then the only thing that could stop you from succeeding is whether you do something with this knowledge. You already have everything you need. You will get practical tips on how to live a truly passionate life; You will figure out which of your interests and passions you care about the most at the moment Following your passion takes courage and you never know what will happen. The truth is, it's easier to live out our life within our comfort zone. Every day the same, warm glaze covering our daily experiences, nothing ever all that exciting, but at least you avoided the pain. Trust your heart, and success will come to you. " Oprah Winfrey. Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. If you feel like there's something out there that you're supposed to be doing, if you have a passion for it, then stop wishing and just do it. " Wanda Sykes. Passion is energy. Enjoy our passion quotes collection by famous authors, poets and philosophers. Best passion quotes selected by thousands of our users! Danielle LaPorte (2012). "The Fire Starter Sessions: A Soulful + Practical Guide to Creating Success on Your Own Terms", p.31, Harmony. 14 Copy quote. Show source. I am seeking, I am striving, I am in it with all my heart. Vincent Van Gogh. Life, Beautiful, Art. Vincent van Gogh, Mark Roskill (1997).

