
Heath (Duke Univ. CASE Knowledge Ctr.), who has coauthored four books with his brother Chip Heath, e.g., *Made To Stick,* here writes a solo work about moving "upstream" to get at the source of problems before they occur. Using examples such as an online travel company's plans to decrease customer service complaints, Heath shows how the principles of upstream thinking are applied to achieve positive results, and how this approach has been used to prevent or ameliorate issues. The approach involves getting buy-in from a variety of stakeholders who work together to examine a problem from all angles, assess multiple data points, and tackle the issue in a concerted fashion. VERDICT Many of the situations addressed in this book—from customer service to crime to chronic illness—are daunting. Yet, the commitment and ingenuity used to tackle the issues are nothing less than inspirational. Every organization could benefit from upstream thinking. —Carol Eisen, Univ. of Wisconsin, Whitewater Libs.


This illuminating work presents compelling arguments about the distinction between the concepts of risk and uncertainty, and the impact of both on modern finance, economics, and decision-making. Financial and economic risks often are calculated, and future risks are predicted, using various mathematical methods, especially probabilistic distributions. *Uncertainty* is defined as information that is unknown. Economists Kay (fellow, St John's Coll., Oxford; *Other People's Money: The Real Business of Finance*) and King (Stern Sch. of Business, New York Univ.; *The End of Alchemy: Money, Banking, and the Future of the Global Economy*) show how radical uncertainty stems from the economic idea of Knightian uncertainty, in which there is a lack of quantifiable knowledge. These radical uncertainties are associated with a lack of information; therefore, they cannot be measured or calculated. The authors recommend using narratives and other qualitative methods to make well-informed decisions, and they use several historical anecdotes across industries and institutions to support their assertions. VERDICT This informative book will appeal to readers wishing to delve further into the processes of modern finance and economic forecasts. —Caroline Geck, Somerset, NJ


King (director of inclusion, Netflix) shows how women continue to face barriers at work. Women are not the problem, King maintains. Rather, the workplace was designed for and continues to favor men. Based on interviews with employees at various corporations, the book is divided into three parts. The first section, "Awareness," focuses on the causes of gender inequality in organizations, and details the visible and invisible barriers preventing women from advancing as well as the role of toxic masculinity and office politics. In the second segment, "Understanding," King examines the challenges women face throughout their careers: the idealistic years of entering the workforce; the middle years, balancing work and home life; and veteran years, when women want to contribute meaningfully, but their leadership might be undermined in male-dominated environment. Lastly, "Action," discusses what steps need to be implemented in order to promote gender equality, and how readers can take steps to remove workplace barriers. King includes case studies gleaned from her research to illustrate these issues and possible solutions. VERDICT With forewords by Gillian Anderson and Jennifer Nadel, this inspirational, thought-provoking guide is highly recommended for women at all stages in their careers. —Lucy Heckman, St. John’s Univ. Lib., Queens Village, NY


Piketty’s (*Capital in the Twenty-First Century, The Economics of Inequality*) latest book is an ambitious attempt to analyze inequality and offer ways to reduce it. He presents a history of inegalitarianism from preindustrial times to the present in various parts of the world, discussing the forms this unfairness has taken and the defenses of it that
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