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Facultad de Ciencias  
Económicas y Empresariales  
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**A crash course on crises :  
macroeconomic concepts for run-ups, collapses, and recoveries**

An incisive overview of the macroeconomics of financial crises—essential reading for students and policy experts alike. With alarming frequency, modern economies go through macro-financial crashes that arise from the financial sector and spread to the broader economy, inflicting deep and prolonged recessions. A Crash Course on Crises brings together the latest cutting-edge economic research to identify the seeds of these crashes, reveal their triggers and consequences, and explain what policymakers can do about them.

Each of the book's ten self-contained chapters introduces readers to a key economic force and provides case studies that illustrate how that force was dominant. Markus Brunnermeier and Ricardo Reis show how the run-up phase of a crisis often occurs in ways that are preventable ...



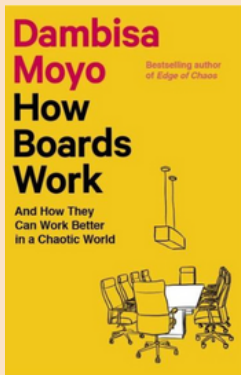
## Demon Copperhead

Set in the mountains of southern Appalachia, *Demon Copperhead* is the story of a boy born to a teenaged single mother in a single-wide trailer, with no assets beyond his dead father's good looks and copper-colored hair, a caustic wit, and a fierce talent for survival. Relayed in his own unsparing voice, *Demon* braves the modern perils of foster care, child labor, derelict schools, athletic success, addiction, disastrous loves, and crushing losses. Through all of it, he reckons with his own invisibility in a popular culture where even the superheroes have abandoned rural people in favor of generations ago, Charles Dickens wrote *David Copperfield* from his experience as a survivor of institutional poverty and its damages to children in his society. Those problems have yet to be solved in ours. Dickens is not a prerequisite for readers ...



**Ética empresarial:  
Un enfoque de la  
ética de la virtud y  
el bien común**

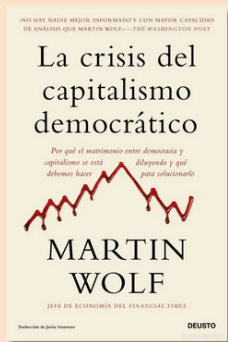
¿Pueden ser virtuosas las actividades y decisiones empresariales? Este es el primer libro de ético empresarial que adapta un enfoque de ética de la virtud. Expone cómo la ética de la virtud se compara con otros enfoques de la ética empresarial, como el utilitarismo y la deontología, y argumenta que la ética de la virtud sirve mejor al bien común de la sociedad. Cada capítulo presenta la teoría de la ética de las virtudes y apoya el aprendizaje de los estudiantes con los objetivos del capítulo, entrevistas en profundidad con profesionales y estudios de casos de la vida real de una amplia gama de países.



**How boards work:  
and how they can  
work better in a  
chaotic world**

Corporate boards are under immense pressure. Scandals and malpractice at companies like GE, Theranos and WeWork have raised justified concerns among regulators, shareholders and the public about the quality of corporate governance. Questions of climate change, racial and gender equality, data privacy, and other social issues grow increasingly loud, meaning boards now range far beyond their traditional mandate: choosing the CEO and endorsing corporate strategy.





**La crisis del capitalismo democrático : por qué el matrimonio entre democracia y capitalismo se está diluyendo y qué debemos hacer para solucionarlo**

Hace tres décadas, tras el colapso de la Unión Soviética, el capitalismo democrático occidental pareció triunfar definitivamente. Hoy, ese sistema atraviesa una crisis profunda. A izquierda y derecha proliferan las voces de quienes afirman que al capitalismo le iría mejor sin democracia, y la de quienes sostienen que la democracia estaría mejor sin capitalismo. La democracia liberal está amenazada incluso en los países donde nació, Reino Unido y Estados Unidos, en medio de una ola populista global. Los modelos políticos autoritarios y los modelos económicos anticapitalistas siguen ganando popularidad. Martin Wolf reflexiona sobre el precario equilibrio donde se asienta el binomio capitalismo-democracia.



## La guerra de los chips : la gran lucha por el dominio mundial"

Si hay un conflicto que está definiendo ahora mismo la geopolítica mundial es la guerra de los chips. Todas las tecnologías actuales, de los misiles a los microondas, de los smartphones a los coches, funcionan con semiconductores. La economía mundial, el equilibrio de poderes, la supremacía militar y el desarrollo industrial dependen de su producción constante. Hasta hace poco, Estados Unidos era el principal explotador de semiconductores, lo que le permitía mantener su liderazgo como primera superpotencia mundial. Sin embargo, su posición dominante se ve cada vez más amenazada por competidores de Taiwán, Corea, Europa y, sobre todo, China, que inyecta anualmente miles de millones en un programa de fabricación de procesadores con el fin de alcanzar a su gran competidor. No solo está en juego la prosperidad económica de Estados Unidos, sino también su superioridad militar...



**Las guerras comerciales son guerras de clase : cómo la desigualdad distorsiona la economía y amenaza la paz**

Las disputas comerciales suelen entenderse como conflictos entre países con intereses nacionales contrapuestos, pero como demuestran Matthew C. Klein y Michael Pettis, a menudo son el resultado inesperado de decisiones políticas internas para servir a los intereses de los ricos a costa de los trabajadores y los jubilados de a pie.

Klein y Pettis rastrean los orígenes de las actuales guerras comerciales en las decisiones tomadas por los políticos y los líderes empresariales de China, Europa y Estados Unidos en los últimos treinta años. En todo el mundo, los ricos han prosperado mientras los trabajadores ya no pueden permitirse comprar lo que producen, han perdido sus puestos de trabajo o se han visto obligados a endeudarse más. En este desafío a la corriente dominante que invita a la reflexión, los autores ofrecen una narración coherente...



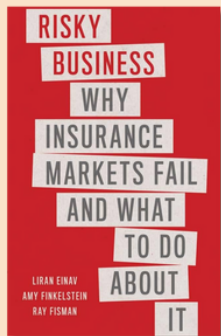
## Managing Human Resources for Total Quality

Contrary to the well-researched operations side of the total quality management (TQM), its human dimension TQM-based human resource management practices (HRMtqm) has started attracting attention of the scholars and practitioners only recently (Kumar et al., 2020). The critique is that compared to the intangible or the soft side, the TQM literature is heavily inclined toward the technical or hard side (Para-González et al., 2016). This interest of scholars in exploring the relationship between TQM and HRM recently is primarily driven by the latest findings that the human-related quality management creates a learning orientation and integrates knowledge to benefit the organizations (Gutierrez-Gutierrez et al., 2018). Thus, as we describe in the subsequent sections, the main objective of this special issue is to explore and examine the HRMtqm.



## Our Lives in Their Portfolios Why Asset Managers Own the World.

Banks have taken a backseat since the global financial crisis over a decade ago. Today, our new financial masters are asset managers, like Blackstone and BlackRock. And they don't just own financial assets. The roads we drive on; the pipes that supply our drinking water; the farmland that provides our food; energy systems for electricity and heat; hospitals, schools, and even the homes in which many of us live—all now swell asset managers' bulging investment portfolios. As the owners of more and more of the basic building blocks of everyday life, asset managers shape the lives of each and every one of us in profound and disturbing ways. In this eye-opening follow-up to *Rentier Capitalism*, Brett Christophers peels back the veil on "asset manager society." Asset managers, he shows, are unlike traditional owners of housing and other essential infrastructure. Buying and selling these life-supporting assets at a dizzying pace...



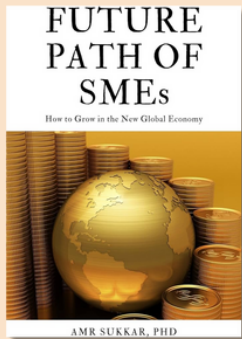
**Risky business :  
why insurance  
markets fail and  
what to do about it**

Unraveling the mysteries of insurance markets, Liran Einav, Amy Finkelstein, and Ray Fisman explore such issues as why insurers want to know so much about us and whether we should let them obtain this information; why insurance entrepreneurs often fail (and some tricks that may help them succeed); and whether we'd be better off with government-mandated health insurance instead of letting businesses, customers, and markets decide who gets coverage and at what price. With insurance at the center of divisive debates about privacy, equity, and the appropriate role of government, this book offers clear explanations for some of the critical business and policy issues you've often wondered about, as well as for others you haven't yet considered.



## **The Case for Good Jobs How Great Companies Bring Dignity, Pay, and Meaning to Everyone's Work**

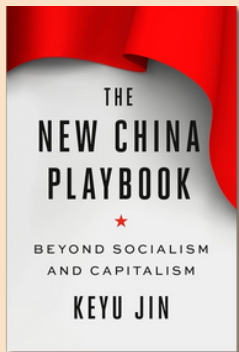
From healthcare facilities to call centers, fulfillment centers to factories, and restaurants to retail stores, companies are struggling to find or keep workers, because the jobs they offer are low-paying, stressful, and provide little chance for growth and success. Workers want good jobs, and many leaders want to provide them. But they don't think they can offer higher pay and more motivating work without hurting the bottom line. Most business leaders want to win with customers, but their companies are hobbled by a host of service and operational problems largely driven by high employee turnover—turnover that's partly driven by low pay. It is indeed a vicious cycle, and Zeynep Ton is here to show you the way out: why good jobs combined with strong operations lead to higher productivity and increased competitiveness for the business. And why, more than ever, in a world with tight labor markets, failing to provide good jobs will catch up with you ...



**The future path of SMEs : how to grow in the new global economy**

Most of businesses fall within the category of start-up, small and medium size enterprises. Therefore, governments in part of their quest to reform the economy and related regulatory management systems as well as the entrepreneurship support ecosystem. This was done with a view to securing the national governance empowerment deemed necessary for the economic and political fostering, adaptation, growth and progress of this sector. These endeavors serve as an essential part of the economic reform needed to generally guide the economy to a balanced and sustained growth vision. This vision aims specifically at achieving a balanced and diversified skill-based economy that is ultimately dependent on knowledge, innovation and competitiveness. This obviously arises from the ventures of entrepreneurs, startups as well as small and medium size enterprises (SMEs)...





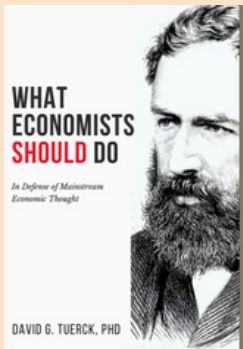
## **The New China Playbook Beyond Socialism and Capitalism.**

China's economy has been booming for decades now. A formidable and emerging power on the world stage, the China that most Americans picture is only a rough sketch, based on American news coverage, policy, and ways of understanding. Enter Keyu Jin: a world-renowned economist who was born in China, educated in the U.S., and is now a tenured professor at the London School of Economics. A person fluent in both Eastern and Western cultures, and a voice of the new generation of Chinese who represent a radical break from the past, Jin is uniquely poised to explain how China became the most successful economic story of our time, as it has shifted from primarily state-owned enterprise to an economy that is thriving in entrepreneurship, and participation in the global economy. China's economic realm is colorful and lively, filled with paradoxes and conundrums, and Jin believes that by understanding the Chinese model, ..



**We've got you covered: rebooting american health care**

Few of us need convincing that the American health-insurance system needs reform. But many of the existing proposals focus on expanding one relatively successful piece of the system or building in piecemeal additions. These proposals miss the point. As economists Liran Einav and Amy Finkelstein argue, our health-care system was deliberately designed but rather pieced together to deal with issues as they became politically relevant. The result is a sprawling, arbitrary, and inadequate mess. It has left thirty million Americans without formal insurance. And many of the rest face enormous medical bills for their coverage if they lose their job, give birth, get older, get healthier, get richer, or move. It's time to tear down the American health-care system and rebuild it, sensibly and deliberately.



## What economists should do : in defense of mainstream economic thought

The discipline of economics suffers from a great deal of dissension among its practitioners. There are a number of economic fields that challenge the validity of "neoclassical economics" or what can be called "main-stream economics." The neoclassical school, which emerged in the 1870s, advanced the study of economics by developing a theory of value based on utility. The earlier classical school saw value as based on the labor content of goods. Neoclassical economics is what college students are taught in their courses on microeconomics. Instruction in microeconomics is centered on the principle that, for any good, price will adjust until supply equals demand. Challenges to this principle come from several sources: behavioral economics, neuroeconomics, Austrian economics, Keynesian economics, and others...



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