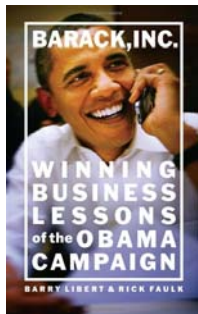


Obama has led the Obama campaign and become the American president. So what is in the campaign that brought him the success? What does moving into the White House mean to him and to the world? And what are the economical, political and social challenges laying ahead of him? Bloomsbury Books Ltd is delighted to announce these latest titles on Obama to members of Hong Kong Securities Institute. With different authors tackling questions from various perspectives, you will certainly understand more about the world of complexity today.

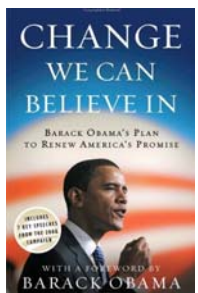


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Barack, Inc.: Winning Business Lessons of the Obama Campaign by Barry Libert & Rick Faulk

What can business leaders learn from Barack Obama's improbable victory? A great deal, says this brief, readable book, which spells out the lessons of the Obama campaign and goes on to illustrate them, citing companies that have used similar techniques to succeed. Obama ran a nearly flawless campaign that stayed on message, attracted tens of thousands of dedicated volunteers, and collected a record flood of dollars from donors large and small. But his triumph was also to use social networking to create a vast online community that has changed politics forever. And that's precisely what businesses need to do. *Barack, Inc.*, not only spells them out clearly but offers actionable lessons that businesspeople can apply, beginning tomorrow. "We are the ones we've been waiting for," Obama told his rallies. "We are the change we seek...Let's go change the world." Just so, says this important book, business leaders must embrace change and become the change they offer. Only then will their constituencies -- shareholders, employees, suppliers, customers -- follow them to achieve it. But having done that, their companies will have become communities -- and the authors tell us that community, in addition to products and profits, is what business is about in the Web 2.0 world of the 21st century.

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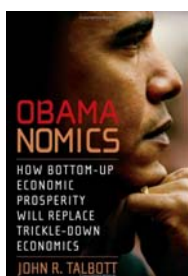
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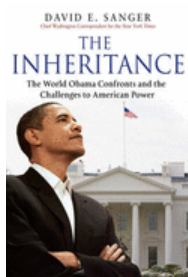


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Original Price: ~~HK\$208~~ Special Price: **HK\$166**

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