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*Will the downgrade harm the economy?*

The downgrade of British sovereign debt by Moody’s did not spook the markets. But investors were already worried. *Article No. 1495 – P880 – 01*

*“Technology allows millions of people to work from home. A big tech firm is trying to stop them”*

Focus on the Yahoo Marissa Mayer, the boss of yahoo Technology and Ms. Mayer’s staff. *Article No. 1495 – P880 – 02*

*“Some ideas for restoring faith in firms”*

*Colin Mayer of Oxford University*

Anglo-Saxon firms are good at making tough decisions. Continental ones are good at making long-term investments. Partnerships are good at creating loyal workforces. Policymakers often assume that one corporate form is best, and discourage others. *Article No. 1495 – P880 – 03*

*“Robots are getting more powerful. That need not be bad news for workers”*

*An interesting discussion about rapidly growing Robot technologies*

One day, clever robots may change this. But as long as humans retain the edge on cognitive flexibility, firms, will keep putting willing workers to good use. *Article No. 1495 – P880 – 04*

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**ECONOMIA**

05. **The price of trust**: By Iain Coke, Economia, Iss.No.14, March, 2013  
In the face of the scandals in the financial community over recent years, *Nick Martindale* examines the ways the sector may be able to rebuild its respectability.  
Actions taken by ICAEW and discussing alternate solutions. *Article No. 254 – P902 – 01*

06. **Structural changes** By Nick Huber: Economia, Iss.No.14, March, 2013  
*“Some accounting firms employ lawyers to provide tax advice and other services to clients, but they can neither describe themselves as solicitors nor provide reserved services such as conducting litigation”*

This focus on the Alternative Business Structures give accountancy practices the right to offer legal services and vice versa.  
*Will this result in conflict or co-operation between lawyers and accountants? Article No. 254 – P902 – 02*
07. **Trust me I'm a Doctor**: By Amy Duff, Economia, Iss.No.14, and March, 2013

An Interesting article about how to climb up co-operate ladder

“Describing herself as a working class girl who’s always put her clients first, KPMG’s Dr Ashley Steel tells Amy Duff what drives her, what bugs her and how she ended up with an asteroid named after her” Article No. 254 – P902 – 03

08. **In a digital age the network is king**: By Julie Meyer, Economia, Iss.No.14, March, 2013

Describe the interconnection between the technologies and entrepreneurship

What this means is that today growth is less about the emergence of new technology sectors deriving from the microprocessor and more about how our existing industries deploy technologies. *Article No. 254 – P902 – 04*

**HBR- HARWARD BUSINESS REVIEW**

09. **Power, capriciousness, and consequences**: By Jeffrey Pfeffer, HBR, Iss.No 4, Vol.No.8, April, 2013

Power: why some people have it- and others don’t

“The practice of flouting rules and violating norms actually creates power, as long as the culprit gets away with it”

Companies face a real paradox, then: Behaving capriciously signals and may even create the power that leaders crave and that they often need to effect valuable change. But it also takes its toll on employees and potentially undermines organizational performance. *Article No.1520 – P898 – 01*

10. **Innovation risk How to make smarter decisions**: By Robert C. Merton, HBR, Iss.No 4, Vol.No.8, April, 2013

Innovations carry risk

All innovations involve trade-offs between risk and return. Just how risky an innovation proves to be depends in great measure on the choices people make in using it. *Article No.1520 – P898 – 02*

11. **“Experts” Who beat the odds are probably just lucky**: By Jerker Denrell, HBR, Iss.No 4, Vol.No.8, April, 2013

Predictions: how far they are correct

People who win big bets tend to be celebrated, but they also tend to be wrong. People who successfully foresee an unusual event tend to be wrong about the future over the long run. *Article No.1520 – P898 – 03*

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12. **The problem with the “Poverty Premium”**: By Ethan Kay and Woody Lewenstein, HBR, Iss.No. 4, Vol.No.8, April, 2013

Companies interested in selling to the poor need to understand what they really pay for goods and services.

Mumbai’s Poor do not pay more than the city’ affluent for everyday products. In most cases they pay less- sometimes much less. *Article No.1520 – P898 – 04*
13. **You can benefit from a rival’s new product:** By Raphael Thomadsen, HBR, Iss.No. 4, Vol.No.8, April, 2013

   *When a company comes out with a new product, its competitors typically go on the defensive.*

   Focus on the company’s new product and their sales. *Article No.1520 – P898 – 05*

14. **Women and the economics of equality:** HBR, Iss.No. 4, Vol.No.8, April, 2013

   *How can countries increase women’s economic participation? Research by Booz & Company*

   If women in the United States, Japan, and Egypt were employed at the same rates as men, the GDPs of those countries would be higher by 5%, 9%, and 34%, respectively. *Article No.1520 – P898 – 06*

15. **In the company of givers and takers:** By Adam Grant, HBR, Iss.No. 4, Vol.No.8, April, 2013

   *Organizations work most effectively when people behave generously towards their colleagues.*

   Although giving behavior is highly beneficial to organizations, it often comes at the expense of those who practice it. How can managers promote generosity without cutting into productivity, undermining fairness, and having their employees treated like doormats? *Article No.1520 – P898 – 07*

16. **Three rules for making a company truly great:** By Michael E. Raynor and Mumtaz Ahmed, HBR, Iss.No. 4, Vol.No.8, April, 2013

   *How exceptional companies think*

   The rules are especially powerful when it comes to dealing with those dreaded financial ratios that govern so many lives and lead so often to pathological consequences. *Article No.1520 – P898 – 08*

17. **In search of a second act:** By Elie Ofek and Jill Avery, HBR, Iss.No. 4, Vol.No.8, April, 2013

   After a quirky language-learning product’s novelty wears off and sales sag, the company considers whether to try for a new breakthrough gadget or make a serious play in the education market. *Article No.1520 – P898 – 09*

18. **Mind the gap:** By Christopher Niesche, Intheblack, Iss No.3, Vol No.83, April, 2013

   *An Interesting discussion about generation gap and how to handle it successfully*

   Managing an employee old enough to be their parent – or even grandparent – can be challenging for a younger boss. Yet, handled well, a generation gap can be a positive thing. *Article No.1511 – P903 – 01*

19. **Lost in translation:** By Cameron Cooper, Intheblack, Iss No.3, Vol No.83, April, 2013

   *Transfer pricing and tax treaties*

   Tax officials worldwide are keeping a close eye on multinationals as they shift profits around the globe to minimize taxation. *Article No.1511 – P903 – 02*
20. **Is silence golden?** By Eva Tsahuridu, Intheblack, Iss No.3, Vol No.83, April, 2013

*Organizational wrongdoing, unlike personal wrongdoing?*

If an organization’s climate is inimical to transparency, individuals will find it hard to highlight misbehavior. *Article No.1511 – P903 – 03*

21. **Value your misfits:** By Jacqueline Blondell, Intheblack, Iss No.3, Vol No.83, April, 2013

“Maverick:”

*It shows the sometimes inspiring or disruptive individuals often called mavericks*

Mavericks may be super smart, charismatic and/or way out of line. Now organizations are learning to leverage the talents of these square pegs in round holes. *Article No.1511 – P903 – 04*

22. **Nuts about her business:** By Lynda Dugdale, Intheblack, Iss No.3, Vol No.83, April, 2013

*Personal experience of a Brilliant business tycoon everyone should know*

As an 18-year-old student, Carolyn creswell bought her muesli-making business for just A$1000. Today, carman’s fine foods is a A$50 million operation exporting to 32 countries – but its founder still has a keen focus on work–life balance. *Article No.1511 – P903 – 05*

23. **Revealing hidden value with integrated reporting:** By Liz Prescott, The Journal, New Zealand Institute of Chartered Accountants, Iss No. 3, Vol No.92, April, 2013

*Corporate reporting a useful article for accountants*

Corporate reporting is changing forever. If you haven’t yet started the journey towards integrated reporting, there’s no time like the present. The complexity of business in this global age, plus increasing regulatory and societal demands for more information, have led to disclosure overload and reports that are largely compliance focused, costly to produce, voluminous and less useful. *Article No.1611 – P900 – 01*

24. **Optimism among SMEs:** By Scott Gardiner, The Journal, New Zealand Institute of Chartered Accountants, Iss No. 3, Vol No.92, April, 2013

This article explores some of the finding for the benefit of NZICA members.

A survey of more than 1000 New Zealand small- and medium-sized business operators

Results from the March 2013 MYOB business monitor show SMEs are starting to feel more positive about the future. *Article No.1611 – P900 – 02*

25. **Golden rules with email:** By David Parmenter, The Journal, New Zealand Institute of Chartered Accountants, Iss No. 3, Vol No.92, April, 2013

*Emails, one must know.* If you are spending more than an hour a day on emails, here are some golden rules to save you time. *Article No.1611 – P900 – 03*

*Interesting article for whoever likes to migrate Australia/Newzealand*

Chartered accountants need to ensure their client know who, or what, stands behind their kiwisaver investment. *Article No.1611 - P900 - 04*


*Find ten things your clients wouldn’t normally say about accountants* then address these and improve your practice. *Article No.1611 - P900 - 05*

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**ECHELON**

28. **From war rooms to boardrooms**: By Rohan Gunasekera, Echelon, Iss. No.8, Vol.No.1, April, 2013

Lengthy discussion about military interference on society by an expert security analyst

“Some degree of militarization of society is usually an inevitable outcome of war”.

Growing military involvement in business might not be good for business. It could send wrong signals to investors and distort the workings of a market economy. *Article No. 112 - P913 - 1*

29. **Insuring the bottom line** : By Jeffrey Liew, , Echelon, Iss. No.8, Vol.No.1, April, 2013

Very interesting article on Insurance companies and their present situation in Srilanka

Big insurance companies are now focusing on profit, not merely trying to grab a bigger slice of the market. *Article No. 112 - P913 - 2*

30. **Investing in growth and development**: By Kim Iskyan, Echelon, Iss. No.8, Vol.No.1, April, 2013

An Interesting interview with Mr Adam Sack The head of the International Finance Corporation in Sri Lanka, talks about doing business in Sri Lanka, the challenges of infrastructure, insuring the weather, the joys of tea and cricket, and bringing in foreign investors. *Article No. 112 - P913 - 3*

31. **Tourism competitiveness, branding lag behind rival destinations**: Echelon, Iss. No.8, Vol.No.1, April, 2013

*An Analytical review about tourism in srilanka*

Despite the excitement over record tourist arrivals and the number of new hotels springing up, Sri Lanka still lags far behind rival destinations in terms of competitiveness. *Article No. 112 - P913 - 4*

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**TIME**


*Capital cannot flow where it is needed around the world*

It’s getting tougher for capital to move around the world. That’s dangerous for everyone. *Article No. 1602 - P899 - 1*
33. **Maintaining Asia’s impetus:** LMD, Iss.No.9, Vol.No.19, May, 2013
   **About recently concluded leadership conference**
   The Asian Leadership conference was held in South Korea from 26 to 27 March, with the participation of statesmen, scholars and businessmen from across the globe, to address the most pressing issues of our time. *Article No. 1522 – P916 – 1*

34. **The world is our oyster:** By Nishan Silva, LMD, Iss.No.9, Vol.No.19, May, 2013
   **Personal view about Sri Lanka by a Sri Lankan living abroad**
   Sri Lanka is a store of intelligence that comprises educated people with a high level of knowledge and competencies. *Article No. 1522 – P916 – 2*