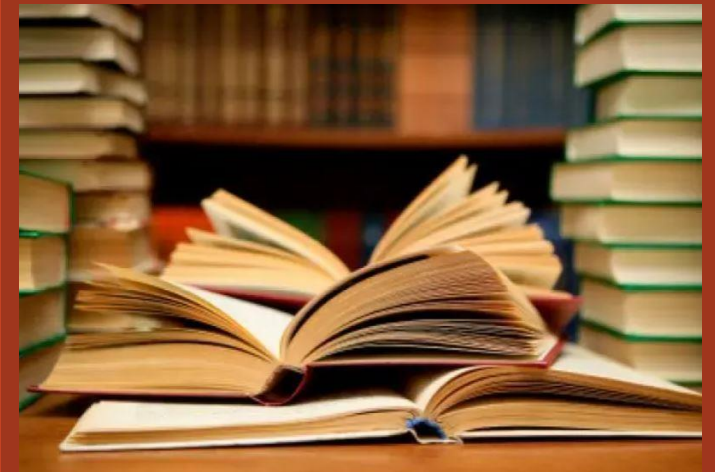


SINOPSIS PILIHAN

PERPUSTAKAAN INSTITUT LATIHAN STATISTIK MALAYSIA BILANGAN 2/2022



**KOLEKSI PINJAMAN
BERKELOMPOK
PERPUSTAKAAN
NEGARA MALAYSIA
(PNM)**

PREDICTIVE ANALYTICS

PREDICTIVE ANALYTICS



THE POWER TO PREDICT WHO WILL
CLICK, BUY, LIE, OR DIE

ERIC SIEGEL

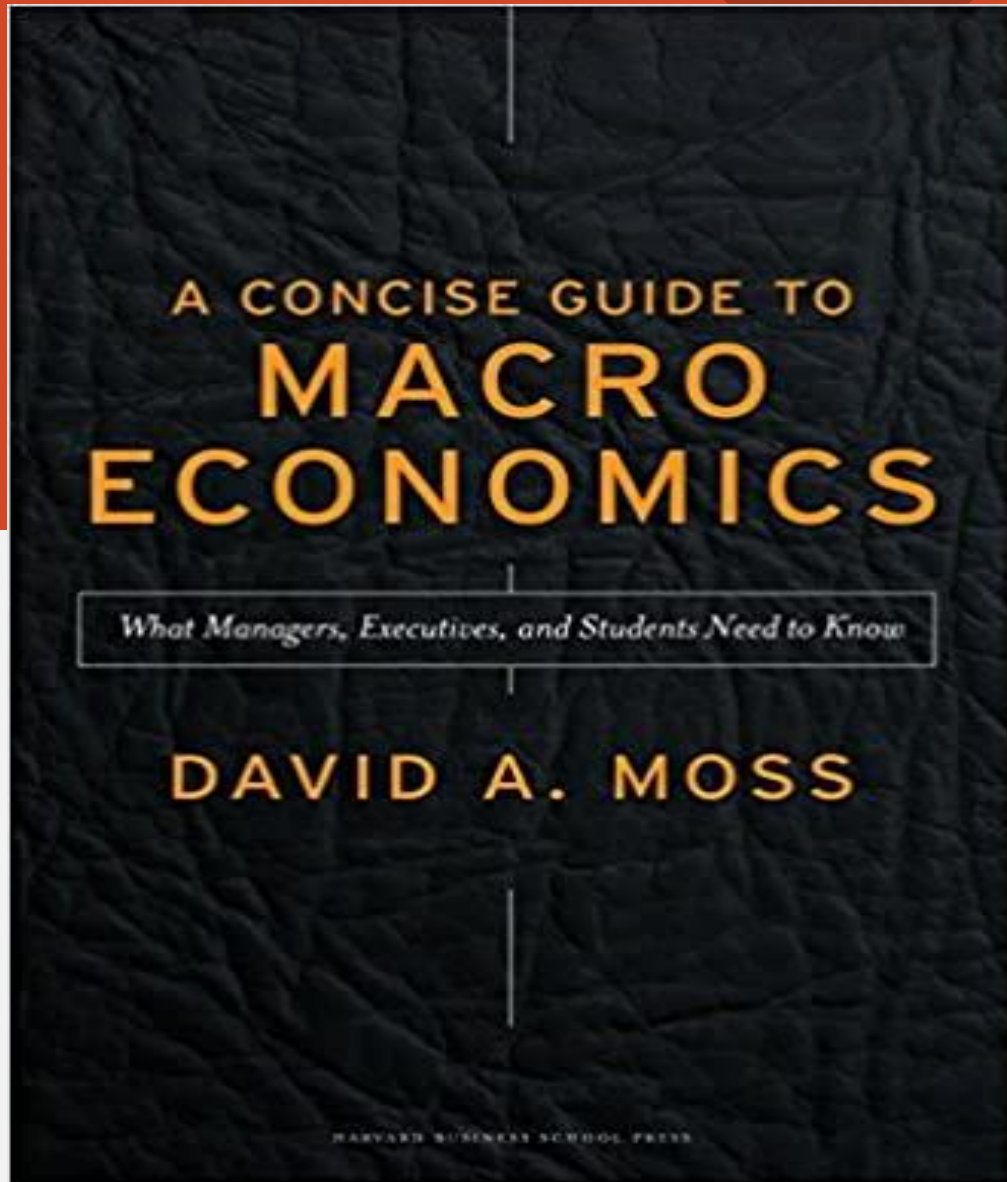
Predictive analytics unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future — lifting a bit of the fog off our hazy view of tomorrow — means pay dirt.

A truly omnipresent science, predictive analytics affects everyone, every day. Although largely unseen, it drives millions of decisions, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate.

Predictive analytics transcends human perception. This book's final chapter answers the riddle: What often happens to you that cannot be witnessed, and that you can't even be sure has happened afterward — but that can be predicted in advance?

Whether you are a consumer of it — or consumed by it — get a handle on the power of *Predictive Analytics*.

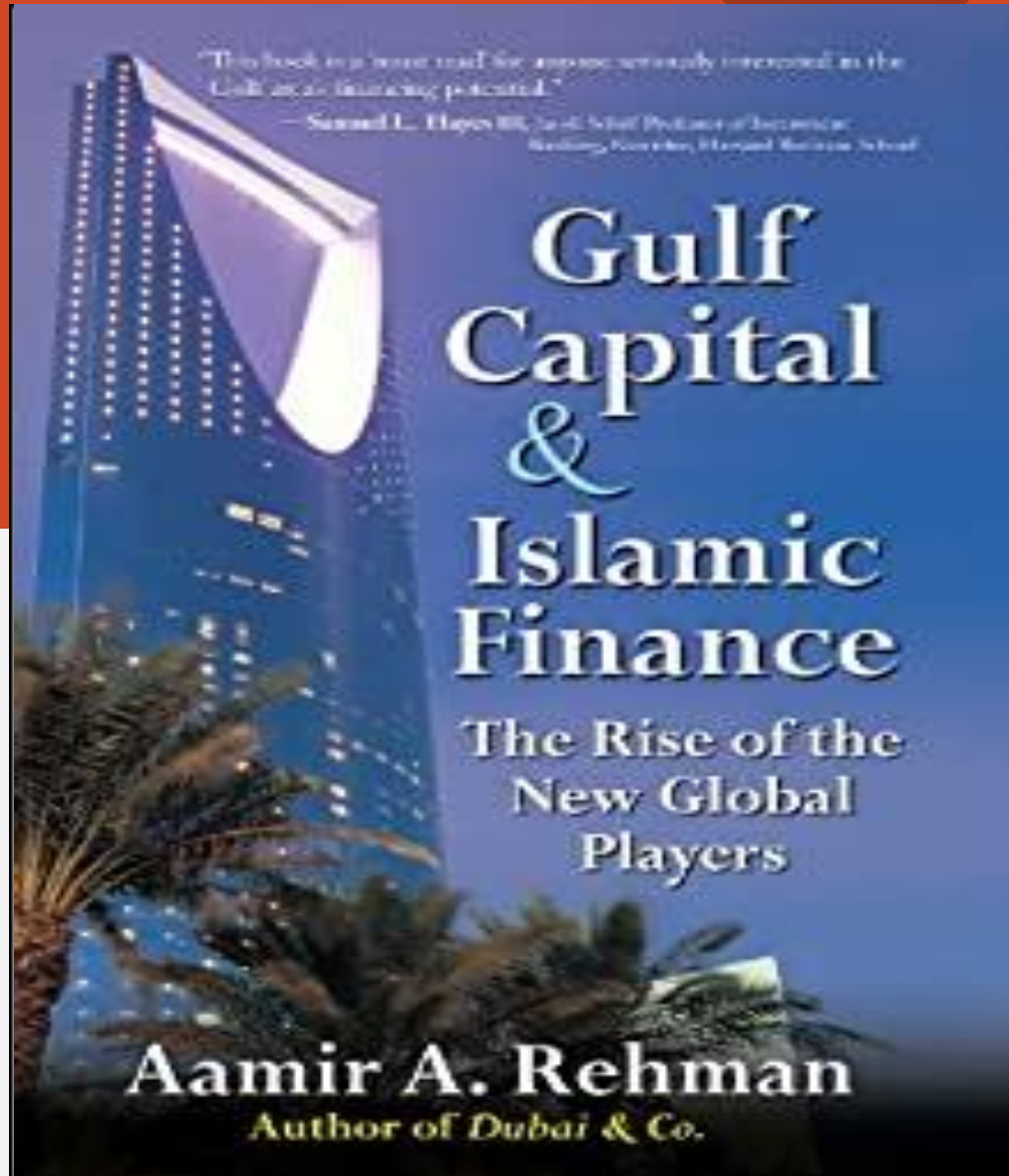
A CONCISE GUIDE TO MACROECONOMICS



Now more than ever before, executives and managers need to understand their larger economic context. In *A Concise Guide to Macroeconomics*, David Moss leverages his many years of teaching experience at Harvard Business School to lay out important macroeconomic concepts in engaging, clear, and concise terms. In a simple and intuitive way, he breaks down the ideas into “output,” “money,” and “expectations.” In addition, Moss introduces powerful tools for interpreting the big-picture economic developments that shape events in the contemporary business arena. Detailed examples are also drawn from history to illuminate important concepts.

This book is destined to become a staple in MBA courses—as well as the go-to resource for executives and managers at all levels seeking to brush up on their knowledge of macroeconomic dynamics.

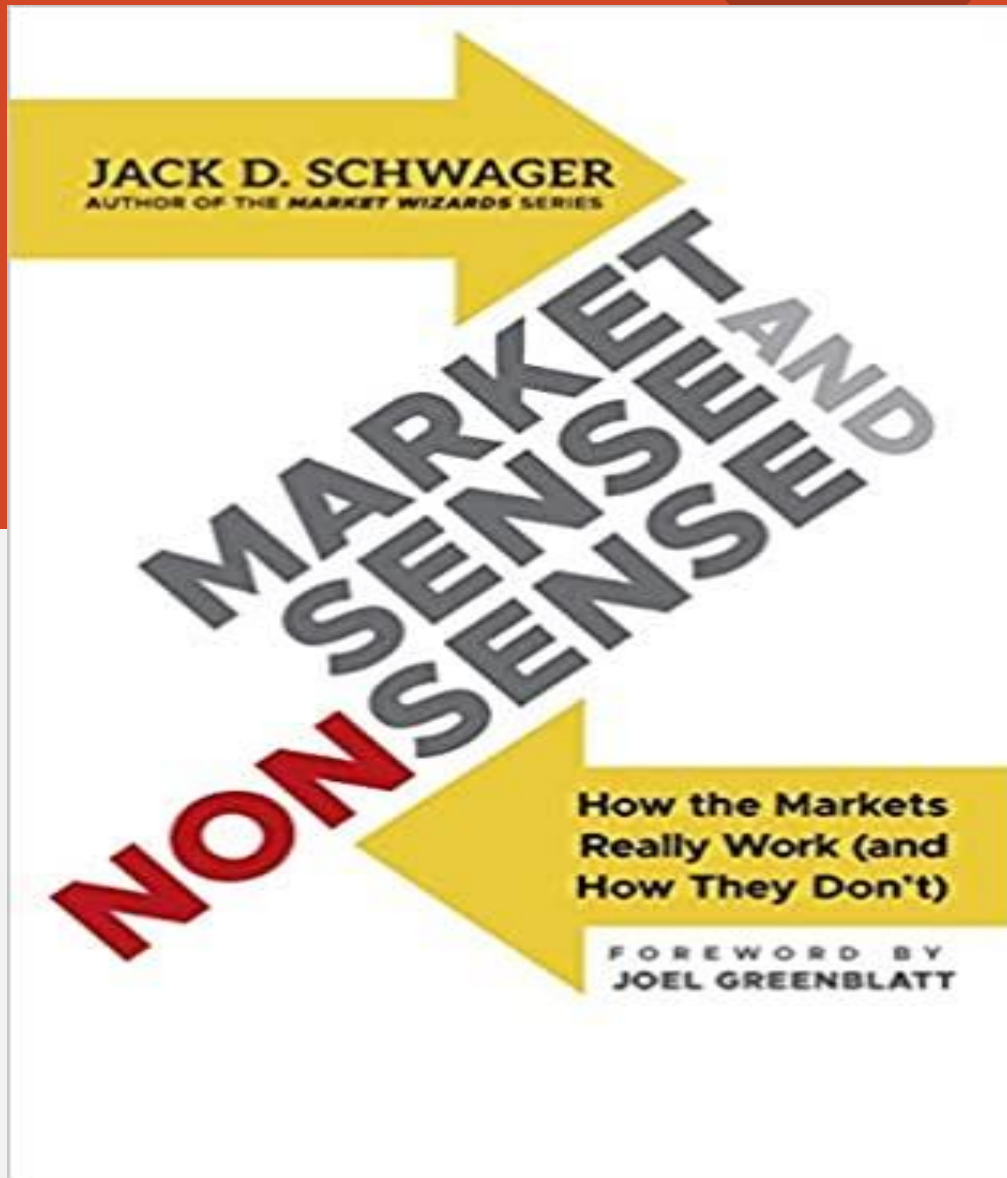
GULF CAPITAL & ISLAMIC FINANCE



Islamic banks, which are becoming increasingly wealthier, are ever in search of sharia-compliant investments. In order to capitalize on this new development, investing professionals must familiarize themselves with this burgeoning investing method.

Gulf Capital & Islamic Finance introduces bankers, money managers, and investors to the strategic and technical aspects of Islamic finance, covering a broad range of vehicles, including Islamic bonds, Sukuks, ETFs, and takaful (Islamic insurance). In an era of evaporating liquidity and endless adjustments to economic crises, Islamic finance is one of the few areas that continues to grow.

MARKET SENSE AND NONSENSE



When it comes to investment models and theories of how markets work, convenience usually trumps reality. The simple fact is that many revered investment theories and market models are flatly wrong—that is, if we insist that they work in the real world. Unfounded assumptions, erroneous theories, unrealistic models, cognitive biases, emotional foibles, and unsubstantiated beliefs all combine to lead investors astray—professionals as well as novices.

In this engaging new book, Jack Schwager, bestselling author of *Market Wizards* and *The New Market Wizards*, takes aim at the most perniciously pervasive academic precepts, money management canards, market myths and investor errors. Like so many ducks in a shooting gallery, Schwager picks them off, one at a time, revealing the truth about many of the fallacious assumptions, theories, and beliefs at the core of investment theory and practice.

EVALUATING THE MALAYSIAN ECONOMY (2009-2018)

UUM

EVALUATING THE MALAYSIAN ECONOMY (2009-2018)

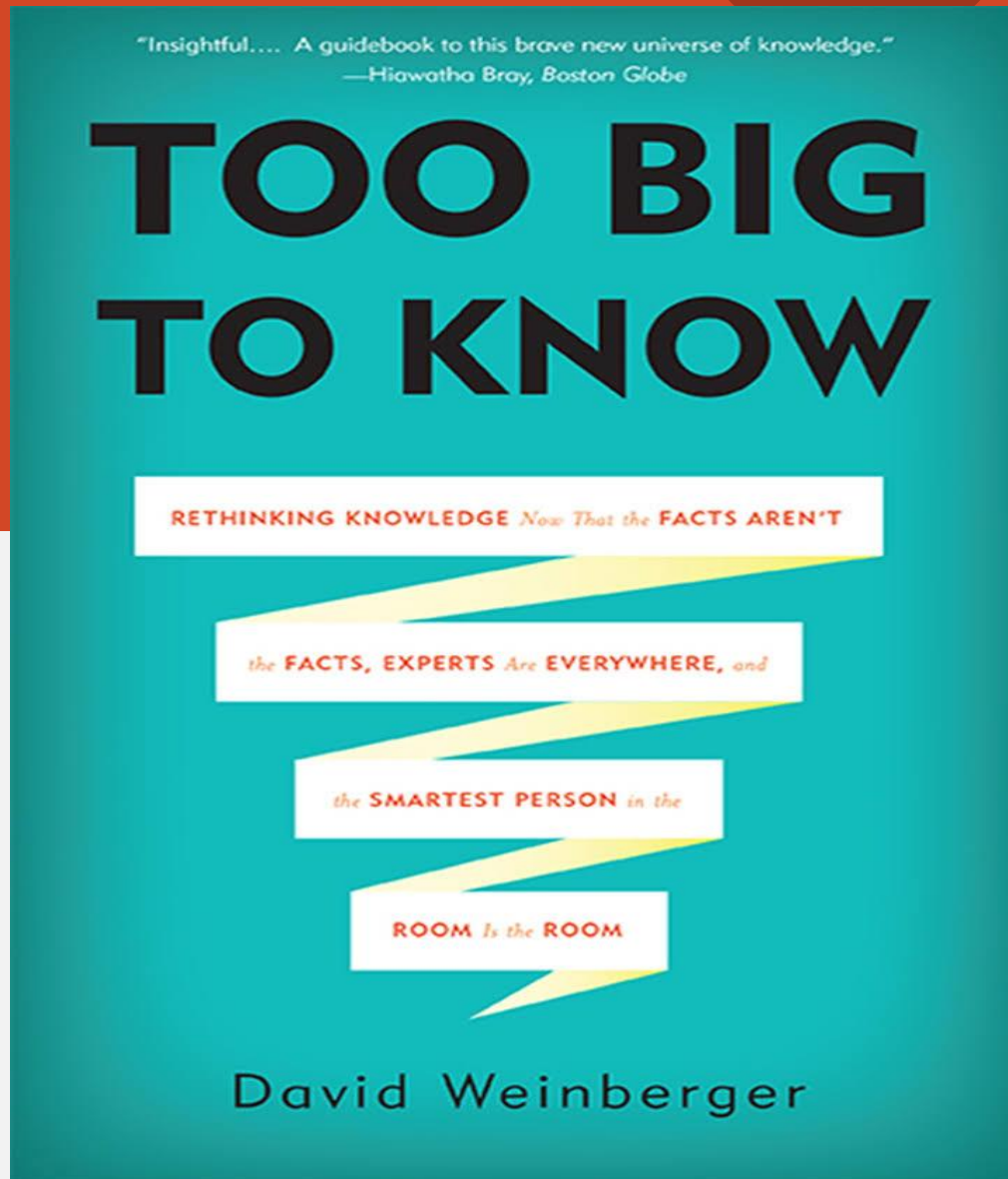
Growth, Development and Policies

IRWAN SHAH ZAINAL ABIDIN

Malaysia was once on the cusp of becoming one of the 'Asian Tigers' as a result of the impressively high growth rates recorded in the early 1990s. From 1990 until 1997, the growth rate was above 9 percent per annum on average.

This performance came to an end when the economy was struck by the 1997/98 Asian Financial Crisis, the worst economic crisis Malaysia has ever experienced since independence. Things eventually worsened with the onslaught of the 2008/09 Global Financial Crisis, which dragged the Malaysian economy yet into another round of a recession with the growth rate contracting at 1.5 percent in 2009.

TOO BIG TO KNOW

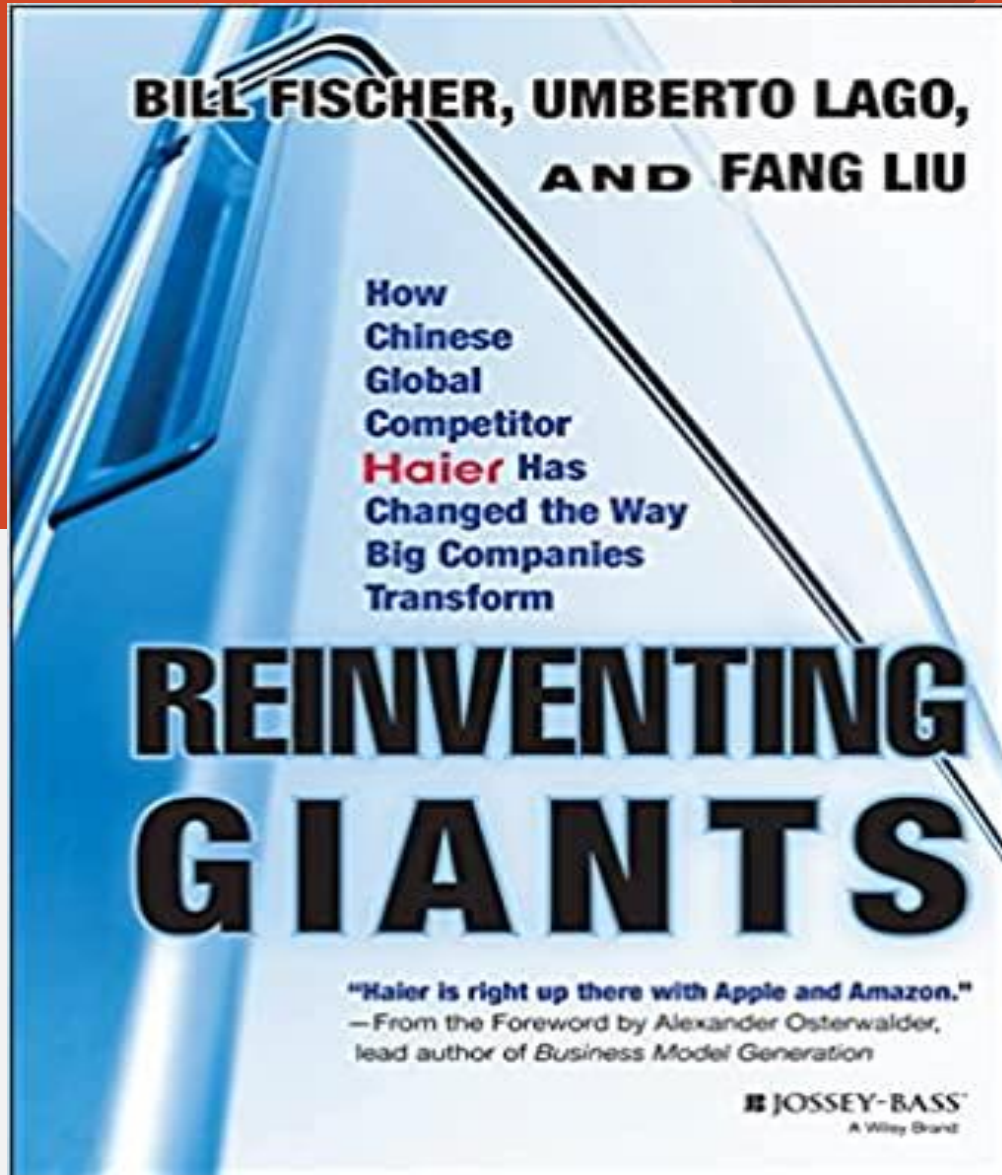


We used to know how to know. We got our answers from books or experts. We'd nail down the facts and move on. But in the Internet age, knowledge has moved onto networks. There's more knowledge than ever, of course, but it's different. Topics have no boundaries, and nobody agrees on anything.

Yet this is the greatest time in history to be a knowledge seeker ... if you know how. In *Too Big to Know*, Internet philosopher David Weinberger shows how business, science, education, and the government are learning to use networked knowledge to understand more than ever and to make smarter decisions than they could when they had to rely on mere books and experts.

This groundbreaking book shakes the foundations of our concept of knowledge, from the role of facts to the value of books and the authority of experts, providing a compelling vision of the future of knowledge in a connected world.

REINVENTING GIANTS

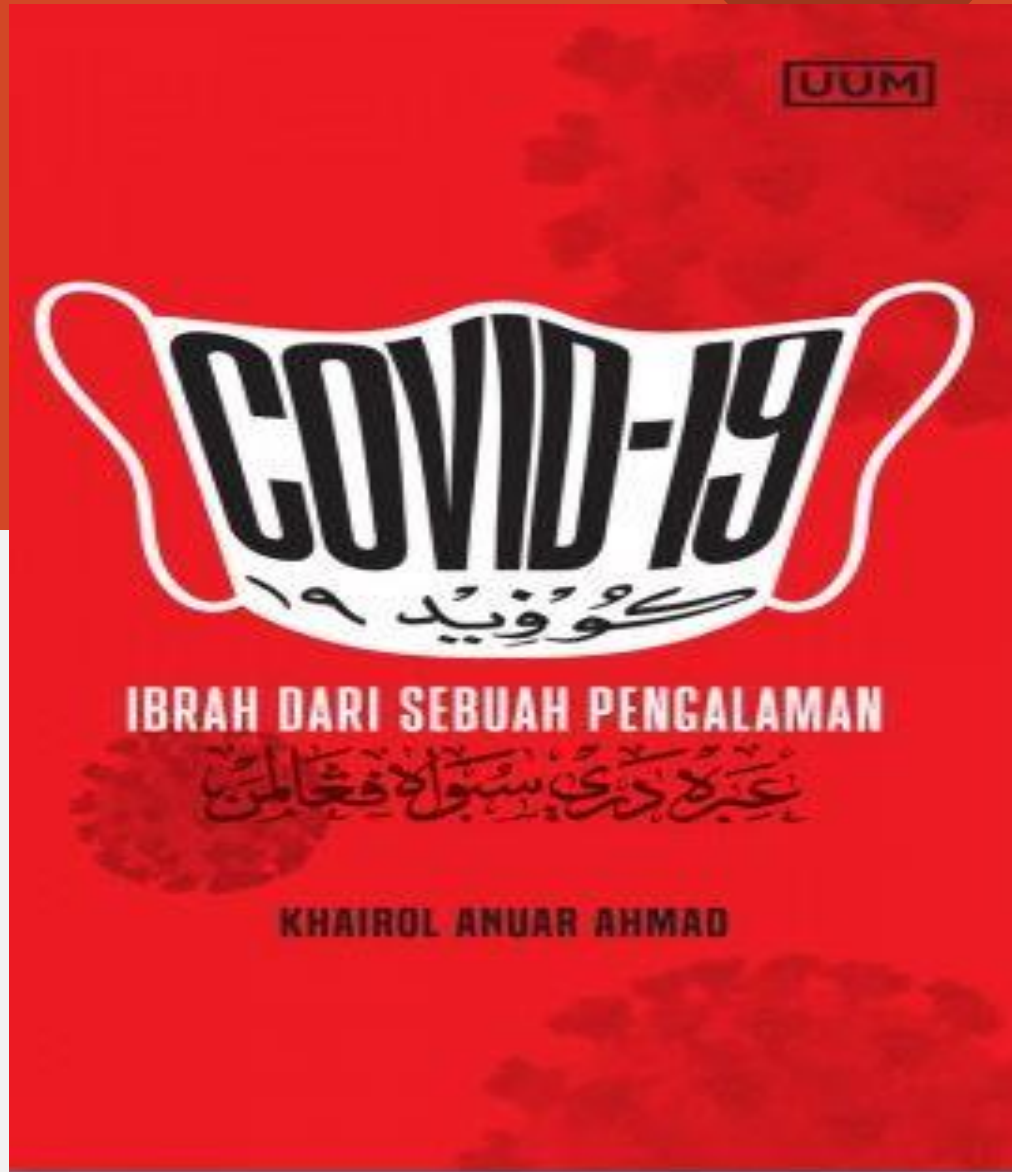


Reinventing Giants provides an exclusive look within the Haier Corporation and shows how managerial accountability and responsibility have been repositioned at every level of the organization, with the core value of market-centricity, while aligning strategy on each level of management. It includes actual work reports that show this process in detail from the ground up. The authors emphasize how a belief in the liberation of employee talent has consistently been the driving force underlying Haier's success.

- Includes the remarkable story of Haier's turnaround and how these lessons can be applied to other organizations
- Contains information for any company grappling with competition in the global marketplace
- Shows how to liberate employees' talent to drive business success
- Written by Bill Fischer, Professor of Innovation Management at IMD in Switzerland, Umberto Lago, Professor of Management at Bologna University, Italy, and Fang Liu, Research Associate of IMD

Reinventing Giants helps global managers rethink their own business models and accompanying corporate cultures in order to be able to apply Haier's lessons directly to their own organizations.

COVID-19 IBRAH DARI SEBUAH PENGALAMAN

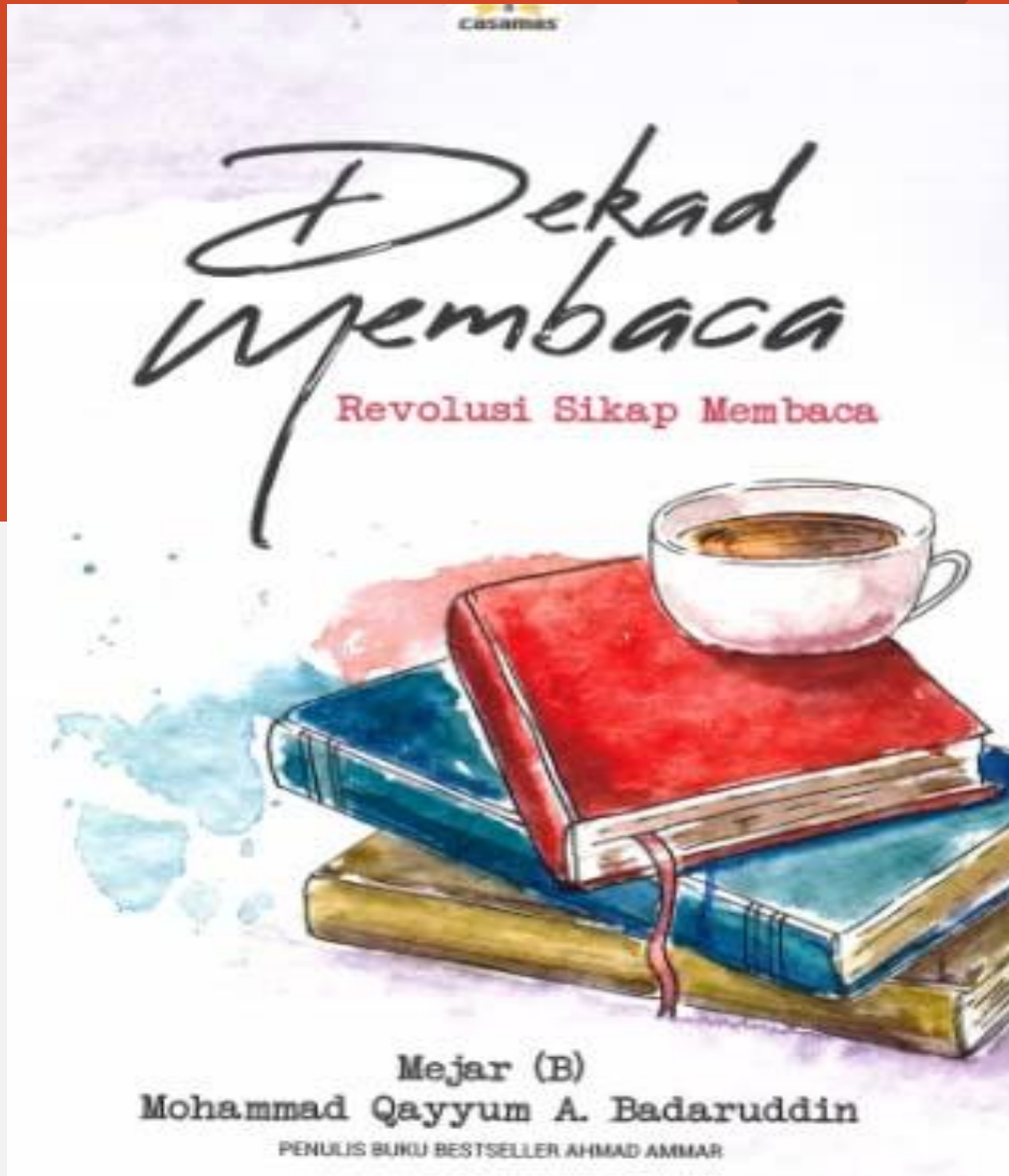


Tiada siapa pernah menyangka bahawa pandemik Covid-19 yang melanda dunia ini merupakan satu wabak yang amat dahsyat dan tidak berkesudahan. Sesungguhnya seseorang yang ditimpa musibah ini pasti mempunyai pengalaman yang tersendiri.

Sebagai pesakit Covid-19 yang dikategorikan sebagai kritikal, saya dirawat selama 36 hari dan diberikan bantuan pernafasan. Saya dan isteri mencatatkan pengalaman yang tidak mungkin dilupakan ini sebagai catatan diari dan memori peribadi untuk dikongsi bersama pembaca.

Catatan pengalaman ini boleh menjadi ibrah (pengajaran) kepada semua pembaca. Selain itu, saya juga catatkan beberapa hikmah sakit dalam syariat Islam dan sejarah kalangan anbiya' yang ditimpa sakit di samping doa-doa pilihan menolak wabak. Harapan saya semoga penulisan ini menjadi manfaat kepada semua pembaca.

DEKAD MEMBACA : REVOLUSI SIKAP MEMBACA

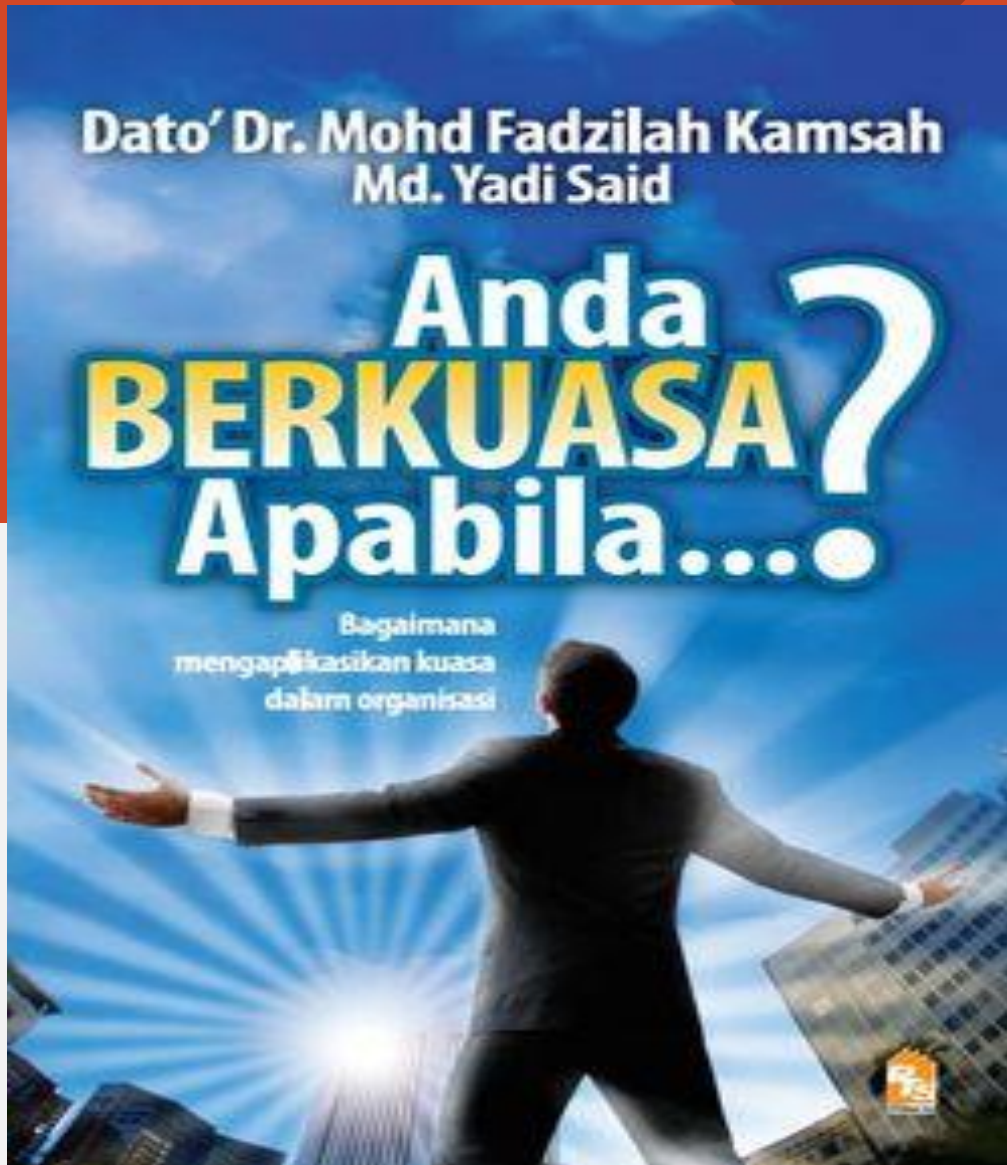


Jangan mengukur kebijaksanaan seseorang hanya kerana kepandaiannya berkata-kata tetapi juga perlu dinilai buah fikiran serta tingkah lakunya. Ciri orang beradab ialah dia sangat rajin dan suka belajar, dia tidak malu belajar daripada orang yang berkedudukan lebih rendah darinya.

"Kekuatan kita dalam mengatasi cabaran-cabaran akan datang bukan sahaja terletak pada pengalaman kita dalam memulai dan mengurus perubahan pada masa lalu, tetapi juga pada kesanggupan kita untuk melakukan lebih daripada itu pada masa hadapan."

"Membaca buku untuk pertama kalinya seperti berkenalan dengan seseorang teman baru; membacanya untuk kedua kali seperti bertemu dengan teman lama. "Sesiapa pun yang bergelut dengan ilmu pasti tidak akan merasa kesepian. Sesiapa pun yang menghiburkan dirinya dengan buku pasti sentiasa dalam kebahagiaan."

ANDA BERKUASA APABILA...?



Sebuah buku menarik tulisan pakar motivasi negara kita Dato' Dr Hj. Mohd Fadzilah Kamsah dan Md. Yadi Said terutama dalam bidang kepimpinan organisasi.

Buku Anda Berkuasa Apabila... ? membincangkan pendekatan dan teori berkaitan dengan kuasa. Ia juga menyediakan panduan dan kaedah lengkap bagi menggunakan kuasa dalam organisasi. Antara perkara yang menarik yang disentuh dalam buku Anda Berkuasa Apabila...? adalah:

- Dimensi kuasa
- Bagaimana kuasa berlaku dalam organisasi
- Hubungan antara kuasa dan komunikasi
- Taktik pengaruh dan komunikasi
- Aplikasi kuasa dan kaitannya dengan budaya

Buku ini sesuai dibaca oleh individu yang mempunyai komitmen dan jawatan dalam mana-mana organisasi.

TERIMA KASIH

