

# Library Bulletin

*A monthly publication of LRC*

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## News Corner

### UMT Library marks World Book Day with Mobile Book Fair

The UMT library marked the world book and copyright day by holding a mobile book bus fair in collaboration with Oxford University Press, welcoming hundreds of book lovers by giving them a chance to broaden their knowledge by searching titles under one roof. The book fair was inaugurated by **Dr Abdul Aziz Bhatti**, Dean SST.



Library committee members, HoDs and students were also present on the occasion. Books on wide range of subjects were put on sale ranging from politics to poetry, economics and education to ornithology and technology. Books on academics and general subjects as well as text books were also displayed. English-Urdu dictionaries, as well as Urdu translation of some of English titles were available as well. English translation of Urdu and regional language writings, Urdu books published by Oxford University Press and encyclopedias caught the attention of most visitors. World Book Day symbolizes a worldwide support for the liberty of thought, and freedom of information.





## LRC, University of Management and Technology @ Facebook

As the digital revolution is making the headlines, UMT library is also passing through the period of transition and transformation. The library has taken yet another step forward in this direction. Now you can join your library on face book. Learners are encouraged to sign in to the discussion forum to ask questions share experience and contribute to the ongoing development. It will not only help them keep up with our reviews and services but would also help them to share their interests and serve to ascertain productive communication between learner and Library. The more the content will be available virtually the more opportunities will be available for social networking and consequently more help will also be available. Learner may also catch up with the *New Arrivals*. Most importantly, learners have the opportunity to contribute to library's efforts to human intellectual development.

Join us on LRC, University of Management and Technology @ Face book and become our companion in learning by clicking here <https://www.facebook.com/pages/UMT-Learning-Resource-Center/125688044136751?ref=ts> and stay connected to get the latest of the library. Hope to see you on our Face book page & Group.



## National hero Misbah ul Haq gets MBA Executive degree in a Special Convocation at UMT



National hero **Misbah ul Haq** was awarded MBA Executive degree by Rector UMT **Dr Hasan Sohaib Murad** in a special convocation on April 25, 2012 in a star studded ceremony. **Dr A F Siddiqui**, Associate Dean, SBE, **Dr A R Kausar**, Pro-Rector UMT, **Salman Saeed Qureshi**, Registrar, and **Asif Saeed Haider**, Controller of Examinations, were present on the occasion.

Earlier, when Misbah ul Haq arrived at the UMT campus to attend the prize distribution ceremony of Clash 20 - 8th UMT Cricket Challenge Trophy, he was warmly welcomed by the students and flowers were showered upon him.

The seminar room was jam packed with UMT students who wanted to catch a glimpse of their hero.

## Selected Article

### Politics of foreign degrees

By Nadeem Saeed

Authorities in the UK are overhauling the country's point-based visa system to prevent unwanted migrants. Rules are being changed, stringent qualification criteria taking place and visa fees getting astronomical to discourage non-European Union immigrants or what the government high-ups tout to allow only 'brightest and the best' to enter the UK.'

Since coming into power in 2010 the Conservatives led by Prime Minister David Cameron have been tightening the noose to plug in the so-called loopholes in point-based immigration system introduced by the previous Labour government. The Conservatives had promised to electorate that if voted into power they would bring down the number of non-EU immigrants to 'tens of thousands' from current net annual migration of 250,000.

Study and post study work visas are the hardest hit categories of leave to remain in the UK under the recently introduced visa regime as official statistics say students constitute two-thirds of migrants coming from outside the EU area. New rules for Post Study Work (PSW) visa have been put in place from April 6 this year so that, according to the Home Office, only the most talented international graduates can apply to stay in the UK for work purposes.

Under the new system only those graduate of a university will be able to continue living and working in the UK who will have a job offer from a reputable employer accredited by the UK Border Agency (UKBA) at a minimum per annum salary of £20,000, which is almost at par with the average UK graduate salary of £19,092.

Earlier, a non-EU international student graduating from a UK university was entitled to obtain two-year PSW visa whether they have a job offer or not under the Highly Skilled Migrants Program (Tier-1). That was a lucrative aspect of opting to study in a university here for the people who either wanted to settle in the UK or gain professional exposure.

Similarly, the non-EU students interested in studying sub-degree level and foundation courses leading to higher education have also been discouraged through tougher English language requirement and reduction in the allowed work from 20 hours to 10 hours per week.

And if all this was not enough, the Home Office has pinned down Pakistan to launch a pilot project to check credibility of the applicants more robustly through a face-to-face interview at the counsellor's office after a study found that up to 40 per cent of study visa applicants from Pakistan may be ineligible. Until now qualification was ascertained on the written application with no personal contact with counsellor office officials.

When asked to comment, London based immigration lawyer Ehsan Chugtai said personal interview is a step in the right direction as so far the system was relying on universities and colleges to judge educational qualifications of the applicants including proficiency in English language. Many colleges and universities misused the leverage to increase their income, thus causing influx of otherwise ineligible students here in the UK, he said.

It is being projected that as many as 40,000 to 50,000 bogus students had managed to enter the UK last year. Ehsan Chugtai, who teaches an LLM course with Coventry University, said that the level of English comprehension among the Pakistani students compared to their Indian and Bangladeshi counterparts has been dismal.

The other stakeholders, however, are sceptical of the government's crackdown on non-EU students. A research paper released last year by the Department of Business, Innovation and Skills estimated the total value of UK education and training exports to the country's economy at £14 billion, with a projection that this could jump to £26 billion by 2025. Of the estimated £14 billion of education and training exports, as much as £9 billion come from Non-EU countries. Even the British Council, an organisation responsible for marketing British education overseas, has warned against negative impact of the new study visa regime. In a recent interview, the council's director of education and society, Dr Jo Beall has called for an "urgent review" of the policy to avert damage to the economy and the possible closure of many university departments.

Talking to weekly Times Higher Education, Dr Beall commented that the crackdown could result in a few more jobs for young Britons "flipping hamburgers and pulling pints", but at the cost of the strength of industrial innovation, research and development base and the UK's reputation as a higher education provider, which is second in the world at the moment. Highlighting the international nature of research, she said "we know that 70,000 patent applications in the US have been put in by teams that include international as well as American researchers. That is more than the UK and the Bric [Brazil, Russia, India and China] countries put together."

Dr Beall also pointed to Universities UK, an umbrella body of British universities, figures stating that more than 40 per cent of international students in UK higher education come via sub-degree courses here - the level targeted by the government.

Britain has always been the destination of choice for most Pakistani students. Higher Education Statistics Agency figures show that as many as 9,815 Pakistan-domiciled students came to the UK for higher education in the year 2009-10 while the number rose to 10185 in the following year of 2010-11.

Pakistan stands among the top ten non-EU countries benefiting the UK's education export sector but tough laws and lack of work opportunities will prove off-putting and students will opt for the countries like Australia, Canada and the United States. Australia is catching up with Britain as regard to the intake of Pakistani students with more than 8000 visas issued last year, and it would not be a surprise if Aussies universities will soon top the table of the countries Pakistani students opt for higher education.

Australian government had also resorted to tough visa regime few years back but the measures proved counterproductive for its thriving education export sector costing its economy £292 million in 2010 alone, consequently forcing the decision makers to relax student visa laws. Immigration is one of the most debated issues in British politics and the ruling Conservatives are trying to win over support of the white working class which thinks that the international students are taking British jobs that too in the prevailing economic gloom and doom. Agreeing to Dr Beall's concerns, Ehsan Chughtai said that Labour-introduced point-based visa system was bound to be a failure as far as immigration policy was concerned but the measures the current government in Westminster is taking will be harmful to the country's education export sector. He particularly mentioned stoppage of PSW visa, enhanced financial capability and differential treatment to degree and sub-degree level students as impediments to growth of the UK's education sector.

The writer is a freelance journalist based in London.

**Courtesy to *The News***

## Current Contents of CAD

(All articles are hyperlinked, click to read fulltexts)

### **Agriculture:**

#### **Agri-sector:**

1. Abdul Ghafoor. (2012 April 02). Need for cluster initiatives in agriculture. *Dawn*, p. III.
2. Tauseef Khan Babar and Muhammad Saleem. (2012 April 02). Revitalising agriculture. *Dawn*, p. III.
3. Altaf Hussain. (2012 April 08). Security seekers. *The News*, p. II.
4. Ahmad Fraz Khan. (2012 April 09). Expensive food basket. *Dawn*, p. III.
5. Tahir Ali. (2012 April 09). Lag in agriculture uplift spending in KP. *Dawn*, p. III.
6. Chaudhry Kamran Naseer. (2012 April 09). Price fluctuation a factor of low productivity. *Dawn*, p. IV.
7. Zafar Altaf. (2012 April 14). Studying the whys of agriculture research. *Business Recorder*, p. 20.
8. Muhammad Ali and Kanwal Hanif. (2012 April 16). Sustainable approach suits small farmers. *Dawn*, p. III.
9. Attaur Rahman and STK Naim. (2012 April 17). Knowledge and agriculture. *The News*, p. 6.

#### **Livestock:**

10. Shahzada Irfan Ahmed. (2012 April 01). Beef it up!. *The News*, p. II.
11. Shahazada Irfan Ahmed. (2012 April 16). Complex issue. *The News*, p. 38.

### **Banking and Finance:**

#### **Banking:**

12. Dilawar Hussain. (2012 April 09). Stellar growth in bank profits. *Dawn*, p. VI.

#### **Capital Market and NBDIs:**

13. Dilawar Hussain. (2012 April 02). Demutualisation law after a decade of hassles. *Dawn*, p. I.

#### **Islamic Banking:**

14. Arif Zaman. (2012 April 09). Islamic finance: fit for purpose?. *The News*, p. II.
15. Ahmad Raza. (2012 April 27). Is riba-free banking possible?. *Business Recorder*, p. 6.

**Corporate Law and Regularity Bodies:**

16. Afshan Subohi. (2012 April 02). Hidden cost of doing business. *Dawn*, p. I.
17. Arif Masud Mirza. (2012 April 13). Vital role of financial professionals. *Business Recorder*, p. 22.
18. Disciplining the corporate sector. (2012 April 16). *Dawn*, p. VI.
19. Syed Bakhtiyar Kazmi. (2012 April 18). Monopoly profit. *Business Recorder*, p. 20.
20. Wasful Hassan Siddiqi. (2012 April 22). Cost audit: companies engaged in manufacturing, processing and mining. *Business Recorder*, p. 16.

**Economy:****Economic Budget:**

20. Aijaz Ali Khuwaja. (2012 April 02). Civil society in budget decision-making. *Dawn*, p. V.

**Economic Planning:**

21. Ahmad Fraz Khan. (2012 April 09). Expensive food basket. *Dawn*, p. III.

**Economic Conditions:**

22. Zafar Azeem. (2012 April 05). Role of government in economic system. *Business Recorder*, p. 20.
23. Farrukh Saleem. (2012 April 08). Corporate profits. *The News*, p. 6.
24. Riaz Khan Daudzai. (2012 April 09). Wanted: investment promotion. *The News*, p. II.
25. Muzzammil Aslam. (2012 April 09). Economic cost of strikes. *The News*, p. II.
26. Muhammad Yaqub. (2012 April 09). Monetary mockery. *The News*, p. I.
27. Sarwat Ahson. (2012 April 09). Purposeful privatization. *Dawn*, p. VI.
28. Muhammad Yaqub. (2012 April 09). Reckless borrowing. *Business Recorder*, p. 16.
29. Aqdas Afzal. (2012 April 11). Public enemy no.1: inflation in Pakistan — I. *Daily Times*, p. A6.
30. Huzaima Bukhari and Ikramul Haq. (2012 April 20). Terrorism and money laundering. *Business Recorder*, p. 22.
31. Mubarak Zeb Khan. (2012 April 23). Counterproductive investment treaties. *Dawn*, p. VI.
32. Shujaiddin Qureshi. (2012 April 29). Finding a foreign investor. *The News*, p. III.

**Socio Economic Development:**

33. Abid Qaiyum Suleri. (2012 April 15). Zeroing in on hunger. *The News*, p. IV.
34. Huzaima Bukhari and Ikramul Haq. (2012 April 27). Rising inequalities. *Business Recorder*, p.

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35. M Nazir Ali. (2012 April 29). Poverty: causes and cure. *Business Recorder*, p. 26.

### Trade:

36. Shahid Javed Burki. (2012 April 02). Non-traditional trade opportunities in India. *Dawn*, p. V.

37. Mohiuddin Aazim. (2012 April 02). Building strategic economic ties. *Dawn*, p. VI.

38. Hussain H. Zaidi. (2012 April 09). IPRs: social impact. *Dawn*, p. IV.

39. Batool. (2012 April 16). Industry's fear of the unknown. *Dawn*, p. IV.

### Labor & Related:

40. Syed Asad Hussain. (2012 April 16). The missing link. *The News*, p. II.

41. Zulfiqar Shah. (2012 April 29). Lost in labour. *The News*, p. IV.

### Taxation & Zakat:

42. Ashfaq H Khan. (2012 April 17). Overstating tax collection. *The News*, p. 6.

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### Education:

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45. Lal Khan. (2012 April 08). Marketized education. *Daily Times*, p. A7.

46. Marvi Memon. (2012 April 11). Repeated attacks on HEC. *The Nations*, P .7.

47. Zubeida Mustafa . (2012 April 11). A century of bookselling. *Dawn*, p. 6.

48. Nadeem Saeed. (2012 April 16). Politics of foreign degrees. *The News*, p. III.

49. Attaur Rahman and STK Naim. (2012 April 17). Knowledge and agriculture. *The News*, p. 6.

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52. Atle Hetland. (2012 April 26). How to reach literacy and education for all. *Business Recorder*, p. 6.

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54. M Nazir. (2012 April 15). Pace and pattern of industrialization. *Business Recorder*, p. 16.
55. Khurram Aftab Dar. (2012 April 22). Hope for the industry. *The News*, p. III.

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56. Aoun Sahi. (2012 April 08). Dam good sources. *The News*, p. 31.
57. F. H. Mughal. (2012 April 09). Large dams and people's livelihood. *Dawn*, p. I.
58. Faisal Bari. (2012 April 13). Who owns groundwater?. *Dawn*, p. 6.

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59. Zulfiqar Abbasi. (2012 April 07). Energy from Azad Kashmir. *The News*, p. 6.
60. Akhtar Ali. (2012 April 07). LNG: potential of arbitrage: Gas under spotlight – I. *Business Recorder*, p. 20.
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65. Akhtar Ali. (2012 April 11). Gas under spotlight - III: LNG Policy 2011. *Business Recorder*, p. 20.
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70. Akhtar Ali. (2012 April 20). Thar coal – II. *Business Recorder*, p. 22.
71. Khaleeq Kiani. (2012 April 23). LNG import quagmire. *Dawn*, p. I.
72. Usama Siddiqui. (2012 April 30). Making petroleum policy globally competitive. *Dawn*, p. IV.

**Engineering & Manufacturing:**

73. Mohiuddin Aazim. (2012 April 23). Pickup in large-scale manufacturing. *Dawn*, p. VI.
74. Noor Fatima. (2012 April 27). The manufacturing link. *The News*, p. III.

**SME's:**

75. Tahir Ali. (2012 April 16). Low tobacco prices and high taxes. *Dawn*, p. III.  
76. Akram Khatoon. (2012 April 30). Thriving informal business. *Dawn*, p. IV.

**Sugar Industry:**

77. Parvaiz Ishfaq Rana. (2012 April 09). Time to export sugar. *Dawn*, p. IV.

**Textile Industry:**

78. Changing dynamics of local fabric market. (2012 April 16). *Dawn*, p. VI.

**Transportation and Communication:**

79. Parvez Iftikhar. (2012 April 11). 3G in Pakistan. *Business Recorder*, p. 20.  
80. Yasser Latif Hamdani. (2012 April 23). Making aviation industry accountable. *Daily Times*, p. A7.  
81. Hajrah Mumtaz. (2012 April 23). Rules of business. *Dawn*, p. 7.

**Ideology:**

82. Amin Valliani. (2012 April 13). On the fate of nations. *Dawn*, p. 6.  
83. Yasser Latif Hamdani. (2012 April 16). Is secularisation of Pakistan possible?. *Daily Times*, p. A7.  
84. S Iftikhar Murshed. (2012 April 17). The search for interfaith harmony. *The News*, p. 6.

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85. Munir Akram. (2012 April 01). Kashmir in the cold. *Dawn*, p. 8.  
86. Nida Mehmood. (2012 April 03). The 'pressure' of international law. *The Nation*, p. 7.  
87. Niaz Murtaza. (2012 April 05). A failed state?. *The News*, p. 6.  
88. Syed Fazl-e-Haider. (2012 April 09). Vying for energy resources. *Dawn*, p. 6.  
89. Mohiuddin Aazim . (2012 April 09). Search for dollar-free trade modes. *Dawn*, p. V I.  
90. Ashfak Bokhari . (2012 April 09). Growing risk of water wars. *Dawn*, p. VI.  
91. Anjum Ibrahim. (2012 April 09). US versus IP project. *Business Recorder*, p. 16.  
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93. Muzaffar Iqbal. (2012 April 14). The price of PAKGLOC. *The News*, p. 6.  
94. Maleeha Lodhi. (2012 April 17). Siachen: ten questions. *The News*, p. 6.

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71. Shahzad Chaudhry. (2012 April 18). Getting real on Siachen. *The News*, p. 6.
72. Rafia Zakaria. (2012 April 18). The respectful raid. *Dawn*, p. 7.
73. Nasir Jamal. (2012 April 23). Facilitating trade among Muslim nations. *Dawn*, p. 1
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76. Jamal Hussain. (2012 April 25). Reopening of NATO supplies: pros and cons — II. *Daily Times*, p. A7.

### **Judiciary and Government:**

77. A Q Khan. (2012 April 02). Justice delayed is injustice. *The News*, p. 6.
78. Midhat Kazim. (2012 April 03). A constitutional amendment to strengthen the judiciary. *Daily Times*, p. A6.
79. Babar Ayaz. (2012 April 03). Politicians enter the sacred national security policy zone. *Daily Times*, p. A7.
80. Zafar Azeem. (2012 April 05). Role of government in economic system. *Business Recorder*, p. 20.
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82. Babar Sattar. (2012 April 14). Culture of independence. *The News*, p. 6.
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84. Abdul Quayyum Khan Kund. (2012 April 18). Regional implications of PCNS proposals. *Daily Times*, p. A7.
85. Zafar Altaf. (2012 April 21). Leadership concerns. *Business Recorder*, p. 20.
86. Faisal Siddiqi. (2012 April 28)Judicialisation of Economics. *Dawn*, p. 7.
87. Zafar Azeem. (2012 April 26). Judicial review of fiscal laws. *Business Recorder*, p. 24.
88. Abbas Nasir. (2012 April 28). The baby and the bathwater. *Dawn*, p. 7.
89. Ashfak Bokhari. (2012 April 30). Saying goodbye to patwari culture. *Dawn*, p. VI.

### **Society:**

#### **Child and Youth:**

90. Zahrah Nasir. (2012 April 23).Children of today - citizens of tomorrow!. *The Nation*, p. 7.

**Law & Order:**

91. Qaisar Rashid. (2012 April 04). Punjab police face challenges. *Daily Times*, p. A6.
92. Zubeida Mustafa. (2012 April 04). Take away the guns, please. *Dawn*, p. 6.
93. Rafia Zakaria. (2012 April 11). Saving the Hazara. *Dawn*, p. 6.
94. From the wreckage of sectarianism. (2012 April 13). *Dawn*, p. 7.
95. Ansar Abbasi. (2012 April 13). Corruption + misrule = democracy. *The News*, p. I.
96. Farrukh Saleem. (2012 April 15). Legally high. *The News*, p. 6.
97. Jamil Nasir. (2012 April 18). Corruption and taxation. *The News*, p. 7.
98. Huzaima Bukhari and Ikramul Haq. (2012 April 20). Terrorism and money laundering. *Business Recorder*, p. 22.

**Media:**

99. Amir Zia. (2012 April 28). This is Radio Pakistan!. *The News*, p. 6.

**Society & Culture:**

100. A liberal Pakistan?. (2012 April 06). *Dawn*, p. 6.
101. Muzzammil Aslam. (2012 April 09). Economic cost of strikes. *The News*, p. II.
102. S. Akbar Zaidi. (2012 April 09). The new intellectuals. *Dawn*, p. 6.
103. Yousuf Nazar. (2012 April 09). Is the middle class that big?. *Dawn*, p. I.
104. Hina Hafeezullah Ishaq. (2012 April 13). Children of a lesser god. *Daily Times*, p. A6.
105. M. Zaidi. (2012 April 23). Poor disaster management. *Dawn*, p. 7.
106. Asma Humayun. (2012 April 22). Ethics of doctors' protests. *Dawn*, p. 6.
107. Majed Akhter. (2012 April 26). Doctors' strikes and democracy. *Dawn*, p. 6.

**Politics:**

108. Fata leadership in decline Gulman S. Afridi April 1, 2012 Dawn P # 6
109. Political extremism Muhammad Amir Rana April 8, 2012 Dawn P # 6
110. Irfan Muft. (2012 April 08). Looking back at Fata. *The News*, p. I.
111. Qaisar Rashid. (2012 April 11). Balochistan: challenges to the ISI. *Daily Times*, p. A6.

**Local Government:**

112. Qaisar Rashid. (2012 April 18). Balochistan and local bodies. *Daily Times*, P. A6.
113. Noman Ahmed. (2012 April 22). Basics of governance. *The News*, p. III.

**General:**

114. Maleeha Lodhi. (2012 April 10). Scenarios for the future. *The News*, p. 7.

115. Mujahid Kamran. (2012 April 13). International bankers and WW. *The Nation*, p. 07.
116. Huzaima Bukhari and Ikramul Haq. (2012 April 13). German-Swiss pact on hidden accounts: Lessons for Pakistan – I. *Business Recorder*, p. 22.
117. Huzaima Bukhari and Ikramul Haq. (2012 April 14). German-Swiss pact on hidden accounts: Lessons for Pakistan – II. *Business Recorder*, p. 22.
118. Shahab Usto. (2012 April 13). When the state becomes ideological. *Daily Times*, p. A6.
119. Afiya Shehrbano. (2012 April 14). Do we need solutions?. *The News*, p. 6.
120. Huzaima Bukhari and Ikramul Haq. (2012 April 14). German-Swiss pact on hidden accounts: Lessons for Pakistan – II. *Business Recorder*, p. 20.
121. Anjum Ibrahim. (2012 April 16). The unreliability of our statistics. *Business Recorder*, p. 16.
122. Ahmed Lotfy and Vizcaino, Bernardo. (2012 April 23). Islamic finance in Egypt. *Business Recorder*, p. 16.



## New Books Added

### **Child labour:**

1. Child labour in third world urban situation / by Bagchi  
New Delhi: Atlantic Publishers & Distributors, c2010  
331. 31091716 BAG – C

### **Communications:**

2. Communication for business: a practical approach, 4<sup>th</sup> ed. / by Taylor & Chandra  
New Delhi: Pearson Education, c2011  
658. 45 TAY – C
3. Business communication today, 10<sup>th</sup> ed. / by Bovee, Thill & Chatterjee  
New Delhi: Pearson Education, c2011  
658. 45 BOV - B
4. Business and professional communication: plans, processes, and performance, 4<sup>th</sup> ed. / by DiSanza & Legge  
New Delhi: Pearson Education, c2009  
658. 45 DIS – B
5. Strategic communication in business and professions, 6<sup>th</sup> ed. / by Hair, Friedrich & Dixon  
New Delhi: Pearson Education, c2008  
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6. Effective communication and soft skills: strategies for success / edited by Bhatnagar & Bhatnagar  
New Delhi: Pearson Education, c2012  
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7. Business communication skills / edited by Ghosh  
New Delhi: Pearson Education, c2012  
658. 45 BUS-
8. **Communication Work, 9<sup>th</sup> ed. / by Gamble & Gamble**  
New Delhi: Tata McGraw Hill, c2000  
302.2 GAM-C

### **Engineering Design:**

9. Engineering graphics with AutoCAD / by Kulkarni, Rastogi & Sarkar  
New Delhi: PHI Learning, c2009  
621. 399 KUL – E
10. Mechanical engineering, 4<sup>th</sup> ed. / by Kumar  
New Delhi: S. K. Kataria & Sons, c2003  
621 KUM – M

**English (Language & Writing):**

11. An introduction to professional English and soft skills / by Das [et al.]  
New Delhi: Cambridge University press, c2009  
808. 066651021 INT –
12. Grammar practice activities: a practical guide for teachers, 2<sup>nd</sup> ed. / by Ur  
New Delhi: Cambridge University Press, c2009  
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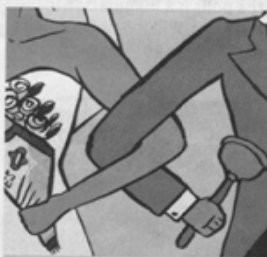
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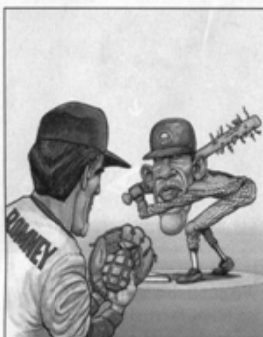
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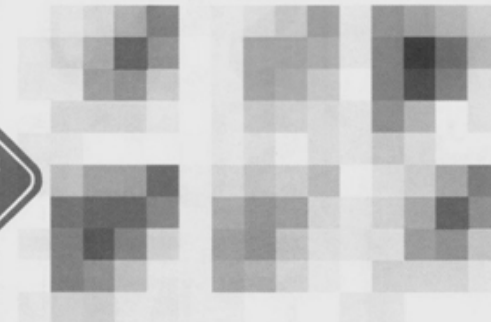
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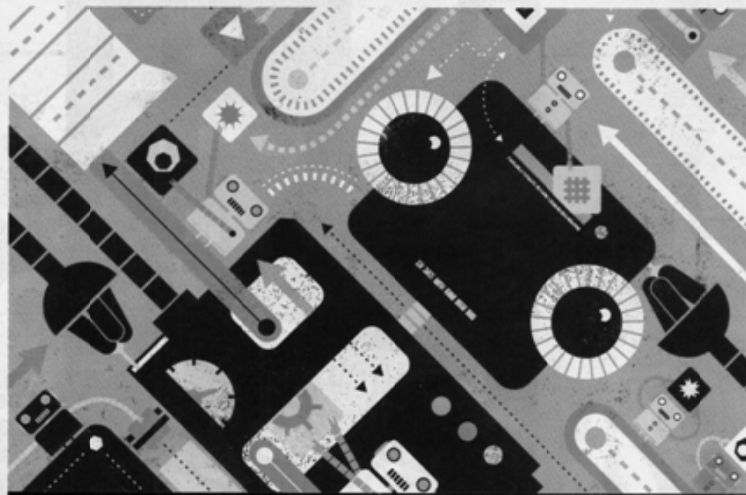
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**CORRECTIONS:**

Because of a production error, there is missing text on the fourth page of "The Silicon Valley Startup's Best Friend" (Feb. 27) in the paragraph beginning "Ron Conway's firm..." The complete text can be viewed on Fortune.com. In the March 19 issue, John Cassidy's column referred to George H.W. Bush running for reelection in 1984. He ran in 1992. In "Comcast Bets Big on Sports," we said that NBC's Sunday Football Night in America was the No. 1 primetime TV show last year; it was American Idol. The article also incorrectly stated that NBC Sports chairman Mark Lazarus previously worked for ABC. And in How I Got Started, we wrote that Build-a-Bear Workshop was a private company; it is publicly held. Finally, we failed to credit Lamosca for the illustration in The World's Most Admired Companies "List of Industry Stars." Fortune regrets the errors.

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Photograph by Jamie Chung

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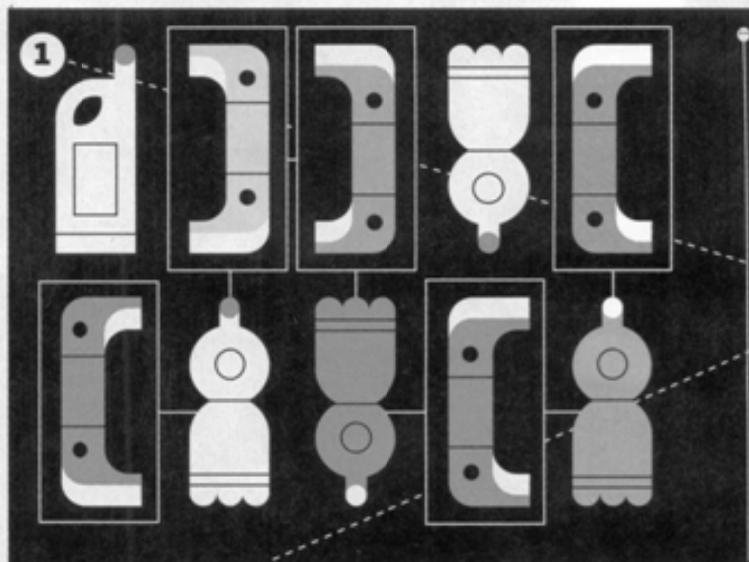
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**CORRECTION**  
In "The 12 Greatest Entrepreneurs of Our Time" (April 9), we misquoted Herb Kelleher, No. 9 on the list: He actually said, "Your employees [not customers] come first." Fortune regrets the error.

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## Scientific American

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ON THE COVER

Recently discovered fossils from South Africa represent a species new to science, *Australopithecus sediba*, which could be the ancestor of our genus, *Homo*. The skull is part of a spectacularly well-preserved skeleton of a young male—one of several *A. sediba* individuals that died in an underground cave 1.977 million years ago outside what is now Johannesburg. Photograph by Brent Stirton, Getty Images.

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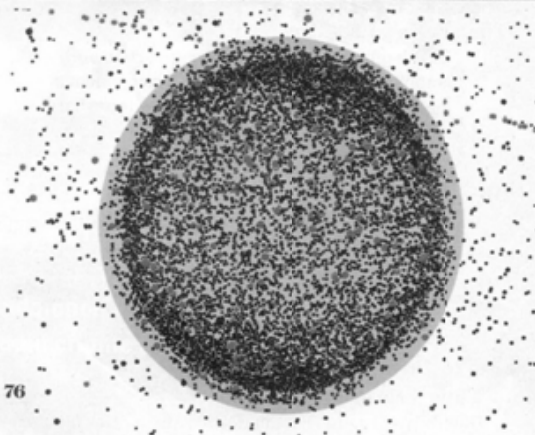
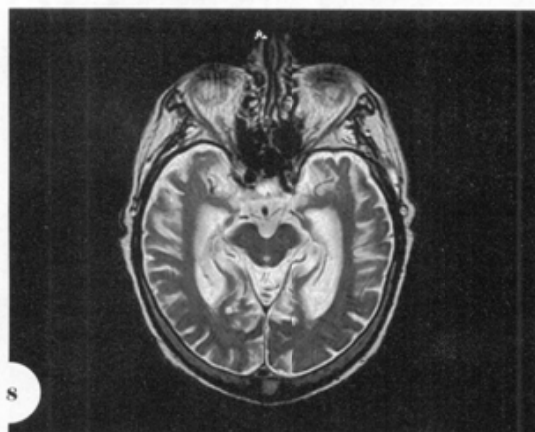
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Go to [www.ScientificAmerican.com/apr2012/aps](http://www.ScientificAmerican.com/apr2012/aps)

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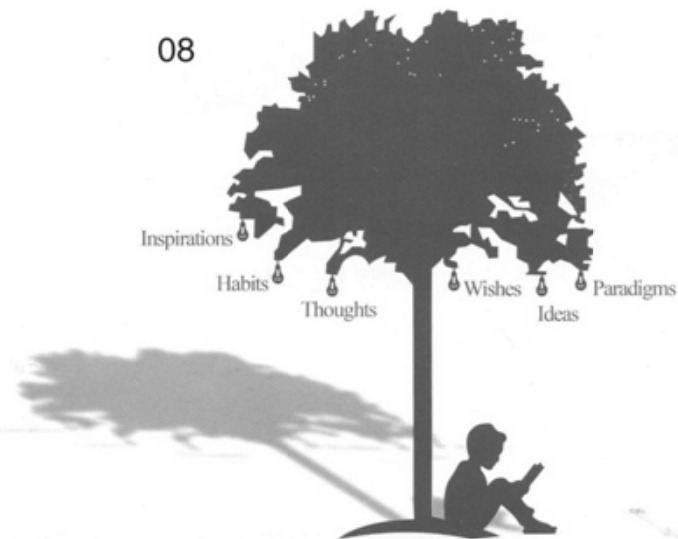
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