

RECOMMENDED READING LIST

The Tipping Point – *How Little Things Make a Big Difference*

by Malcolm Gladwell
Published by Back Bay Books

In this brilliant and groundbreaking book, New Yorker writer Malcolm Gladwell looks at why major changes in our society so often happen suddenly and unexpectedly. Ideas, behavior, messages, and products, he argues, often spread like outbreaks of infectious disease. Just as a single sick person can start an epidemic of the flu, so too can a few fare-beaters and graffiti artists fuel a subway crime wave, or a satisfied customer fill the empty tables of a new restaurant. These are social epidemics, and the moment when they take off, when they reach their critical mass, is the Tipping Point.

Rich Dad, Poor Dad – *What the Rich Teach Their Kids About Money – That the Poor and Middle Class Do Not?*

by Robert T. Kiyosaki with Sharon L. Lechter, C.P.A.
Published by Warner Books

Personal-finance author and lecturer Robert Kiyosaki developed his unique economic perspective through exposure to a pair of disparate influences: his own highly educated but fiscally unstable father, and the multimillionaire eighth-grade dropout father of his closest friend. The lifelong monetary problems experienced by his "poor dad" (whose weekly paychecks, while respectable, were never quite sufficient to meet family needs) pounded home the counterpoint communicated by his "rich dad" (that "the poor and the middle class work for money," but "the rich have money work for them"). Taking that message to heart, Kiyosaki was able to retire at 47.

The Contrarian's Guide to Leadership

By Steven B. Sample
Published by Jossey-Bass

In this offbeat approach to leadership, college president Steven B. Sample—the man who turned the University of Southern California into one of the most respected and highly rated universities in the country—challenges many conventional teachings on the subject. Here, Sample outlines an iconoclastic style of leadership that flies in the face of current leadership thought, but a style that unquestionably works, nevertheless. Sample urges leaders and aspiring leaders to focus on some key counterintuitive truths. He offers his own down-to-earth, homespun, and often provocative advice on some complex and thoughtful issues. And he provides many practical, if controversial, tactics for successful leadership, suggesting, among other things, that leaders should sometimes compromise their principles, not read everything that comes across their desks, and always put off decisions.

Good to Great – *Why Some Companies Make the Leap and Others Don't*

By Jim Collins
Published by Harper Business

Five years ago, Jim Collins asked the question, "Can a good company become a great company and if so, how?" In *Good to Great* Collins, the author of [*Built to Last*](#), concludes that it is possible, but finds there are no silver bullets. Collins and his team of researchers began their quest by sorting through a list of 1,435 companies, looking for those that made substantial improvements in their performance over time. They finally settled on 11-- including Fannie Mae, Gillette, Walgreens, and Wells Fargo--and discovered common traits that challenged many of the conventional notions of corporate success. Making the transition from good to great doesn't require a high-profile CEO, the latest technology, innovative change management, or even a fine-tuned business strategy. At the heart of those rare and truly great companies was a corporate culture that rigorously found and promoted disciplined people to think and act in a disciplined manner. Peppered with dozens of stories and examples from the great and not so great, the book offers a well-reasoned road map to excellence that any organization would do well to consider. Like *Built to Last*, *Good to Great* is one of those books that managers and CEOs will be reading and rereading for years to come.

Love is the Killer App – *How to Win Business and Influence Friends*

By Tim Sanders
Published by Three Rivers Press

Is love really all you need? Tim Sanders, director of Yahoo's in-house think tank, believes love is the crucial element in the search for personal and professional success. In *Love Is the Killer App* he explains why. Sander's advice is to be a "lovecat," which despite the cutesy moniker is his sincere and surprisingly practical prescription for advancement both inside and outside the office. It starts with amassing as much usable knowledge as possible, which he explains can be done by religiously carving out time to read and then poring through as many cutting-edge books in your field as possible. It follows with an emphasis on networking to the extreme. Sanders offers concrete suggestions, from compiling a super list of contacts to ensuring all are regularly stored in an always-accessible format. And he concludes by advocating a true mindset of compassion, which he says involves sharing this knowledge with those contacts and ultimately helping anyone who in one way or another may ultimately help you. Through identifiable anecdotes and specific recommendations, the book promotes an undeniably feasible yet decidedly offbeat program that has worked for the author and could prove equally favorable for others who apply it.

Wild at Heart – *Discovering the Secret of a Man's Soul*

By John Eldredge
Published by Thomas Nelson Publishers

If Christian men are going to change from a pitiful, wimpy bunch of "really nice guys" to men who are made in the image of God, they must reexamine their preconceptions about who God is and recover their true "wild" hearts, writes bestselling author John Eldredge in *Wild at Heart: Discovering a Life of Passion, Freedom, and Adventure*. Eldredge throws down the gauntlet--men are bored; they fear risk, they refuse to pay attention to their deepest desires. He challenges Christian men to return to authentic masculinity without resorting to a "macho man" mentality. Men often seek validation in venues such as work, or in the conquest of women, Eldredge observes. He urges men to take time out and come to

grips with the "secret longings" of their hearts. Although the book succeeds best in its slant toward a male audience, it also strives to help women understand the implications of authentic masculinity in their relationships with men. Eldredge frames the book around his outdoor experiences and appealing anecdotes about his family, sprinkling the text with touches of humor and overlying everything with heartfelt passion. Even as he mixes eclectic ideas about masculinity from popular movies such as *Braveheart* with classic words from Oswald Chambers, and lyrics from the Dixie Chicks with stories from the Bible, he points to only one answer for men searching for their true wildness of heart. Writes Eldredge, "The only way to live in this adventure ... with all its danger and unpredictability and immensely high stakes ... is in an ongoing, intimate relationship with God."

Posterity – *Letters of Great Americans to Their Children*

By Dorie McCullough Lawson
Published by Doubleday

Lawson, daughter of Pulitzer Prize-winning historian David McCullough, debuts with this anthology. Along with advice and words of wisdom, these letters offer intimate insights into the lives of 68 acclaimed Americans-actors, artists, explorers, inventors, novelists, playwrights, politicians-including Ansel Adams, Thomas Edison, Sam Houston, Mary Todd Lincoln, Jack London, Clare Boothe Luce, Groucho Marx, John O'Hara, Frederick Law Olmsted, Harriet Beecher Stowe and Laura Ingalls Wilder. The material is gathered thematically into chapters such as "Love," "Loss" and "Struggle," and each correspondent gets a biographical, scene-setting introduction. Lawson views letters as "the color, heart, and personality of history," and McCullough, in his foreword, calls them "missives of love," adding, "Often the authors want only to save their children from making the mistakes they have." Among these colorful and compassionate epistles are delights and surprises. While Alexander Graham Bell copied jokes from newspapers, the Three Stooges' Moe Howard composed poetry for his eight-year-old daughter. Suffering in a New Jersey hospital, Woody Guthrie told nine-year-old Arlo, "Don't whine to god.... Be thankful [sic] to god." Illustrator N.C. Wyeth cautioned Andrew Wyeth: "There's a real task on our hands, Andy. Modern art critics and their supine followers like the flat and the shallow." Spanning three centuries, this is a meticulously edited collection, enlightening and entertaining. An appendix traces births, death, marriages and children for each author.

The Five Dysfunctions of a Team – *A Leadership Fable*

By Patrick Lencioni
Published by Jossey-Bass

Once again using an astutely written fictional tale to unambiguously but painlessly deliver some hard truths about critical business procedures, Patrick Lencioni targets group behavior in the final entry of his trilogy of corporate fables. And like those preceding it, *The Five Dysfunctions of a Team* is an entertaining, quick read filled with useful information that will prove easy to digest and implement. This time, Lencioni weaves his lessons around the story of a troubled Silicon Valley firm and its unexpected choice for a new CEO: an old-school manager who had retired from a traditional manufacturing company two years earlier at age 55. Showing exactly how existing personnel failed to function as a unit, and precisely how the new boss worked to reestablish that essential conduct, the book's first part colorfully illustrates the ways that teamwork can elude even the most dedicated individuals-and be restored by an insightful leader. A second part offers details on Lencioni's "five dysfunctions" (absence of trust, fear of conflict, lack of commitment, avoidance of accountability, and inattention to results), along with a questionnaire for readers to use in evaluating their own teams and specifics to help them understand and overcome these common shortcomings.

The Daily Drucker – *366 Days of Insight and Motivation for Getting the Right Things Done*

By Peter Drucker
Published by Harper Business

Revered management thinker Peter F. Drucker is our trusted guide in this thoughtful, day-by-day companion that offers his penetrating and practical wisdom. Amid the multiple pressures of our daily work lives, *The Daily Drucker* provides the inspiration and advice to meet the many challenges we face. With his trademark clarity, vision, and humanity, Drucker sets out his ideas on a broad swath of key topics, from time management, to innovation, to outsourcing, providing useful insights for each day of the year.

These 366 daily readings have been harvested from Drucker's lifetime of work. At the bottom of each page, the reader will find an action point that spells out exactly how to put Drucker's ideas into practice. It is as if the wisest and most action-oriented management consultant in the world is in the room, offering his timeless gems of advice. *The Daily Drucker* is for anyone who seeks to understand and put to use Drucker's powerful words and ideas.

Post-Capitalist Society

By Peter F. Drucker
Published by Harper Business

Business guru Peter Drucker provides an incisive analysis of the major world transformation taking place, from the Age of Capitalism to the Knowledge Society, and examines the radical affects it will have on society, politics, and business now and in the coming years. This searching and incisive analysis of the major world transformation now taking place shows how it will affect society, economics, business, and politics and explains how we are moving from a society based on capital, land, and labor to a society whose primary source is knowledge and whose key structure is the organization

E-Myth Mastery *The Seven Essential Disciplines for Building a World Class Company*

By Michael Gerber
Published by Harper Collins Publisher

Michael E. Gerber, the world's leading small business guru and bestselling author of the phenomenally successful *The E-Myth Revisited*, presents the next big step in entrepreneurial management and leadership with *E-Myth Mastery*. This audio book presents a practical, real-world program that can be implemented in real-time in your business.

Gerber shows that most businesses fail because of a crisis of vision that creates an inevitable cloud of misdirected activity. Presenting practical exercises to help small business owners recover their vision and passion, he clears a path for getting back to the basic disciplines for business success. The E-Myth credo—Don't work IN your business, work ON it—is spelled out here in the seven essential disciplines followed by every leader of a world-class enterprise. Each discipline provides the leadership keys for unlocking success in the critical areas of business development:

• Leadership • Marketing • Finance • Money • Management • Client Fulfillment • Lead Conversion • Lead Generation

E-Myth Mastery is the ultimate business development program that will help you recover your passion and turn your company into a world-class operation—a turn-key machine for the money and satisfaction that only a successful entrepreneur can enjoy.

Against the Gods *The Remarkable Story of Risk*

By Peter L. Bernstein

Published by Wiley, John & Sons, Inc.

Against the Gods, a narrative that reads like a novel, chronicles the remarkable intellectual adventure that liberated humanity from the oracles and soothsayers by means of the powerful tools of risk management that are available to us today. This is a richly-woven tale of Greek philosophers and Arab mathematicians, of merchants and scientists, gamblers and philosophers, world-renowned intellects and obscure but inspired amateurs who helped discover the modern methods of putting the future at the service of the present, replacing helplessness before the fates with choice and decision.

Final Rounds *A Father, a Son, a Golf Journey of a Lifetime*

By James Dodson

Published by Bantam Books

James Dodson always felt closest to his father while they were on the links. So it seemed only appropriate when his father learned he had two months to live that they would set off on the golf journey of their dreams to play the most famous courses in the world.

Final Rounds takes us to the historic courses of Royal Lytham and Royal Birkdale, to the windswept undulations of Carnoustie, where Hogan played peerlessly in '53, and the legendary St. Andrews, whose hallowed course reveals something of the eternal secret of the game's mysterious allure over pros and hackers alike.

Throughout their poignant journey, the Dodsons humorously reminisce and reaffirm their love for each other, as the younger Dodson finds out what it means to have his father also be his best friend. *Final Rounds* is a book never to be forgotten, a book about fathers and sons, long-held secrets, and the lessons a middle-aged man can still learn from his dad about life, love, and family.