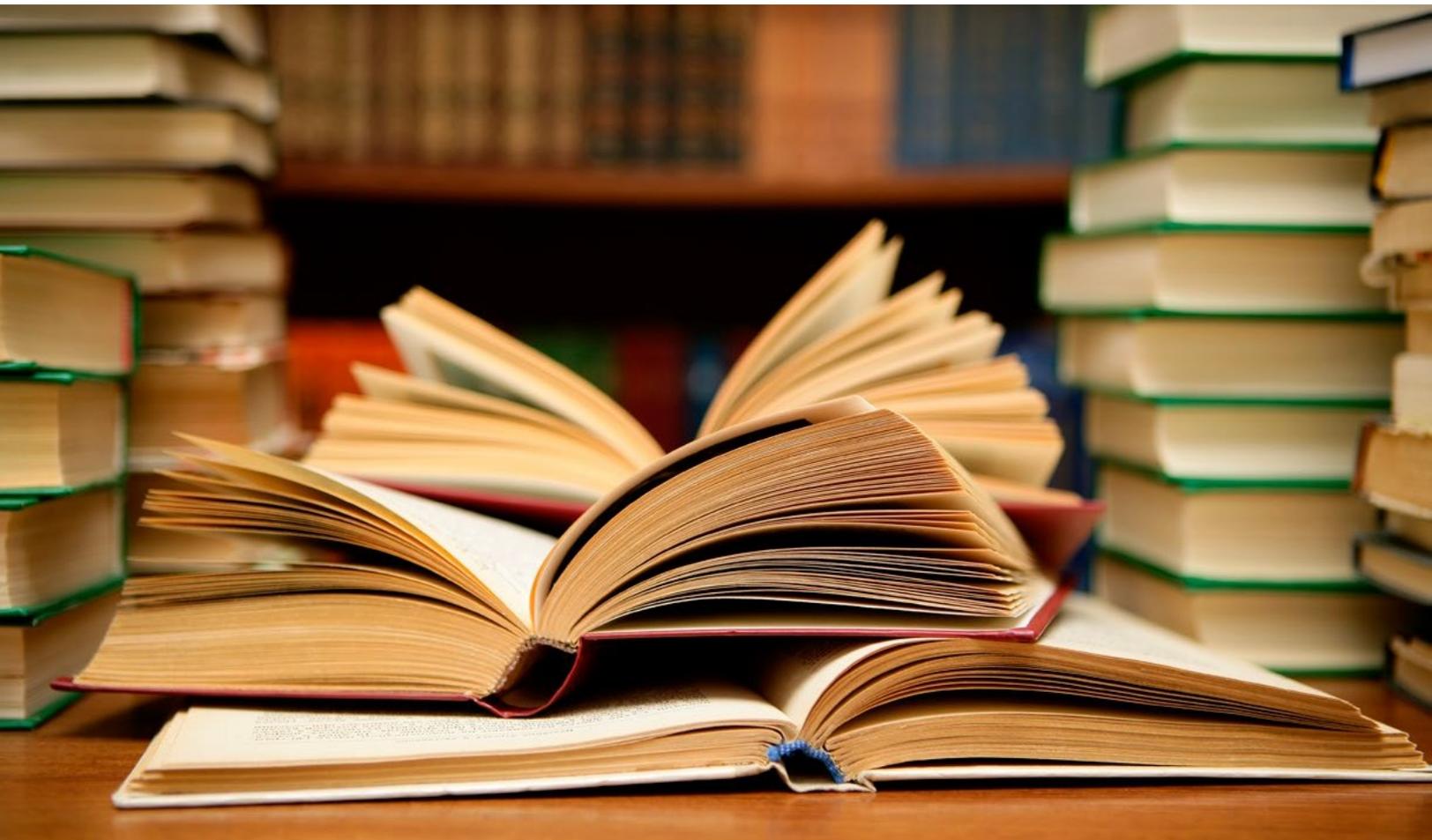


# TOP BUSINESS BOOKS



As I sit here in my office surrounded by more than 3,000 business books it's pretty tough to narrow it down to just a handful of the very best. However, if I were going to pick the top 60 (or so) books that I feel give the very best information for how to run a business successfully, this would be my list:

**\*\* In no particular order\*\***



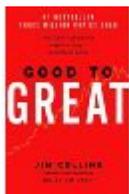
1. [In Search of Excellence: Lessons from America's Best-Run Companies – Tom Peters](#)

The "Greatest Business Book of All Time" (Bloomsbury UK), In Search of Excellence has long been a must-have for the boardroom, business school, and bedside table. Based on a study of forty-three of America's best-run companies from a diverse array of business sectors, In Search of Excellence describes eight basic principles of management -- action-stimulating, people-oriented, profit-maximizing practices -- that made these organizations successful.



2. [The Little Big Things: 163 Ways to Pursue EXCELLENCE – Tom Peters](#)

Business uber-guru Tom Peters is back with his first book in a decade, The Little Big Things. In this age of economic recession and financial uncertainty, the patented Peters approach to business and management—no-nonsense, witty, down-to-earth, insightful—is more pertinent now than ever. As essential for small-business owners as it is for the heads of major corporations, The Little Big Things is a rousing call-to-arms to American business to get “back to the basics” of running a successful enterprise.



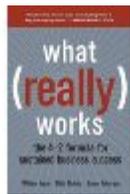
3. [Good to Great: Why Some Companies Make the Leap...And Others Don't – Jim Collins](#)

Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness?



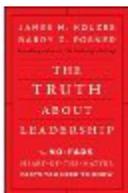
4. [Built to Last: Successful Habits of Visionary Companies \(Harper BusinessEssentials\) – Jim Collins](#)

Drawing upon a six-year research project at the Stanford University Graduate School of Business, James C. Collins and Jerry I. Porras took eighteen truly exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. They examined the companies from their very beginnings to the present day -- as start-ups, as midsize companies, and as large corporations. Throughout, the authors asked: "What makes the truly exceptional companies different from the comparison companies and what were the common practices these enduringly great companies followed throughout their history?"



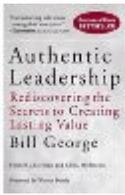
5. [What Really Works: The 4+2 Formula for Sustained Business Success – Joyce, Nohria, Roberson](#)

Based on a groundbreaking study, analysing data on 200 management practices gathered over a 10 year period. Reveals the effectiveness of the 4+2 practices (4 primary and 2 of 4 possible secondary) practices that really matter — the ones that, if followed rigorously, ensure sustained business success. With a new introduction by the authors.



6. [The Truth about Leadership: The No-fads, Heart-of-the-Matter Facts You Need to Know – Kouzes and Posner](#)

A fresh look at what it means to lead from two of the biggest names in leadership. In these turbulent times, when the very foundations of organizations and societies are shaken, leaders need to move beyond pessimistic predictions, trendy fads, and simplistic solutions. They need to turn to what's real and what's proven. In their engaging, personal, and bold new book, Kouzes and Posner reveal ten time-tested truths that show what every leader must know, the questions they must be prepared to answer, and the real-world issues they will likely face.



7. [Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value – Bill George](#)

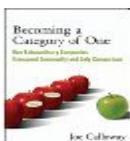
In the wake of continuing corporate scandals there have been few, if any, CEOs that have stepped forward as models of "doing things right"--except the former chairman and CEO of Medtronic, Bill George. George has become the unofficial spokesperson for responsible leadership--in business, the media, and academia. In "Authentic Leadership" Bill George

makes the case that we do need new leaders, not just new laws, to bring us out of the current corporate crisis. He persuasively demonstrates that authentic leaders of mission-driven companies will create far greater shareholder value than financially oriented companies. During George's twelve-year leadership at Medtronic, the company's market capitalization soared from \$1.1 billion to \$460 billion, averaging 35% per year.



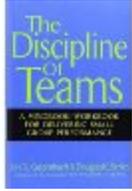
8. [Indispensable: How To Become The Company That Your Customers Can't Live Without – Joe Calloway](#)

A five-step strategy for turning a commodity into a necessity When products and services become interchangeable, price becomes the ultimate determinant for consumers. Indispensable shows businesses how to break out of that cycle by using The Five Drivers-a strategy that takes companies to the next level of performance. Renowned business consultant Joe Calloway looks at how real companies have made their product or service "mission critical," and satisfied customers in the process. Indispensable goes straight to the heart of the issue and reveals how successful companies-of any size, in virtually any manufacturing, selling, or service endeavor-achieve market leadership through The Five Drivers of fierce customer loyalty. Indispensable shows readers how to: \* Create and sustain momentum: overcome organizational inertia and keep moving forward \* Develop habitual dependability: make consistency of performance a defining characteristic \* Connect continuously \* See the Big Picture Outcome: create compelling customer experiences \* Engage, Enchant, Enthral: make magic in the marketplace With interviews, detailed case studies, and dozens of real-world, effective customer service ideas and initiatives, Indispensable is just what today's forward-thinking businesses need.



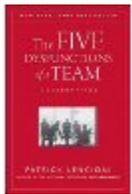
9. [Becoming a Category of One: How Extraordinary Companies Transcend Commodity and Defy Comparison – Joe Calloway](#)

A revised and updated edition of the bestselling "no-nonsense guide to beating the competition."-"Publisher's Weekly". "Becoming a Category of One" reveals how extraordinary companies do what they do so well and gives you the tools and ideas to help your business emulate their success. Packed with real case studies and personal reflections from successful business leaders, it helps you apply the best practices of the best companies to set yourself apart from your competitors and turn your business into a market leader.



10. [The Discipline of Teams: A Mindbook-Workbook for Delivering Small Group Performance – Katzenbach and Smith](#)

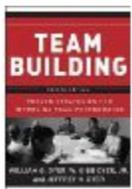
An essential guide for any small group that must deliver team performance. With the demand for project-oriented work and faster, more nimble responses, successful small-group performance is more crucial than ever. Katzenbach and Smith, authors of the international bestseller *The Wisdom of Teams*, have again joined forces, revealing how to implement the disciplines, frameworks, tools, and techniques required for team- and small-group performance. Combining their insights and practical strategies, they offer concepts and pragmatic, doable exercises for team leaders and team members to deliver results. Hot topics covered include: why small-group performance demands expertise at two disciplines, team level and leader level, instead of one; virtual teams; and global teams. This book combines practical exercises with cutting-edge insights, and both authors are authorities on the subject.



11. [The Five Dysfunctions of a Team: A Leadership Fable – Patrick Lencioni](#)

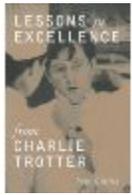
In "The Five Dysfunctions of a Team" Patrick Lencioni once again offers a leadership fable that is as enthralling and instructive as his first two best-selling books, "The Five Temptations of a CEO" and "The Four Obsessions of an Extraordinary Executive." This time, he turns his keen intellect and storytelling power to the fascinating, complex world of teams. Kathryn Petersen, Decision Tech's CEO, faces the ultimate leadership crisis: Uniting a team in such disarray that it threatens to bring down the entire company. Will she succeed? Will she be fired? Will the company fail? Lencioni's utterly gripping tale serves as a timeless reminder that leadership requires as much courage as it does insight. Throughout the story, Lencioni reveals the five dysfunctions which go to the very heart of why teams even the best ones-often struggle.

He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. Just as with his other books, Lencioni has written a compelling fable with a powerful yet deceptively simple message for all those who strive to be exceptional team leaders.



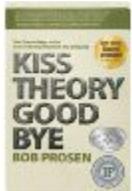
12. [Team Building: Proven Strategies for Improving Team Performance: 4th \(fourth\) edition – Dyer, Dyer and Dyer](#)

This book is filled with the concepts, ideas, and practical suggestions that are needed for any manager to have at hand if he or she is a member or creator of a committee, team, task-force, or any other activity involving collaboration among several people. The ideas are proven by several decades of experience and well-supported in the text with numerous examples.



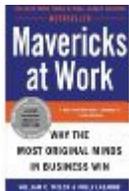
13. [Lessons in Excellence from Charlie Trotter – Paul Clarke](#)

Charlie Trotter's Chicago restaurant is not only one of the premiere eating experiences in America, it serves also as the model of a thriving business whose cutting-edge approach to management is setting new standards for quality, efficiency, and profitability. In fact, people in just about any field can learn from Charlie's methods. For this breakthrough business guide, journalist Paul Clarke conducted in-depth interviews with Charlie and his associates, distilling invaluable lessons for entrepreneurs and hospitality professionals who are committed to creating highly respected and innovative businesses. Anyone who wants to improve their business will be sure to learn something new from this Midwestern dynamo.



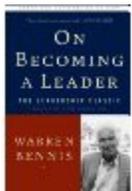
14. [Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company – Bob Prosen](#)

Bob Prosen cuts like a laser through the fog of political correctness and business-as-usual in his new book, Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company. Prosen says he's had enough of the business books that tell readers what to do rather than how. "Forget the platitudes and feel-good anecdotes from a few CEOs and business gurus. Get to the point, the how-to details that can actually help leaders get the results they need in the companies they run," Prosen counsels.



15. [Mavericks at Work: Why the Most Original Minds in Business Win – Taylor and LaBarre](#)

Business as usual is a bust . . . In industry after industry, organizations that were once dismissed as upstarts, wildcards—mavericks—are making serious waves and growing fast. From high-profile innovators such as HBO and Google to funky sandwich shop chains, the truly imaginative and unconventional businesses are changing the way things are done—providing new approaches, strategies, and outlooks, as well as better ways to compete, lead, and succeed in the twenty- first century.



16. [On Becoming a Leader: The Leadership Classic – Warren Bennis](#)

Deemed “the dean of leadership gurus” by Forbes magazine, Warren Bennis has for years persuasively argued that leaders are not born—they are made. Delving into the qualities that define leadership, the people who exemplify it, and the strategies that anyone can apply to achieve it, his classic work On Becoming a Leader has served as a source of essential insight for countless readers. In a world increasingly defined by turbulence and uncertainty, the call to leadership is more urgent than ever. Featuring a provocative new introduction, this new edition will inspire a fresh generation of potential leaders to excellence.



17. [The Great Game of Business, Expanded and Updated: \*The Only Sensible Way to Run a Company\* – Jack Stack](#)

The Great Game of Business started a business revolution by introducing the world to open-book management, a new way of running a business that created unprecedented profit and employee engagement. The revised and updated edition of The Great Game of Business lays out an entirely different way of running a company. It wasn't dreamed up in an executive think tank or an Ivy League business school or around the conference table by big-time consultants. It was forged on the factory floors of the heartland by ordinary folks hoping to figure out how to save their jobs when their parent company, International Harvester, went down the tubes.



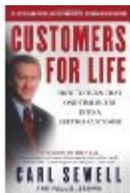
18. [The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary – Joseph Michelli](#)

You already know the Starbucks story. Since 1992, its stock has risen a staggering 5,000 percent! The genius of Starbucks success lies in its ability to create personalized customer experiences, stimulate business growth, generate profits, energize employees, and secure customer loyalty-all at the same time. The Starbucks Experience contains a robust blend of home-brewed ingenuity and people-driven philosophies that have made Starbucks one of the world's "most admired" companies, according to Fortune magazine. With unique access to Starbucks personnel and resources, Joseph Michelli discovered that the success of Starbucks is driven by the people who work there-the "partners"-and the special experience they create for each customer.



19. [The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company – Joseph Michelli](#)

When it comes to refined service and exquisite hospitality, one name stands high above the rest: The Ritz-Carlton Hotel Company. With ceaseless attention to every luxurious detail, the company has set the bar for creating memorable customer experiences in world-class settings. Now, for the first time, the leadership secrets behind the company's extraordinary success are revealed. The New Gold Standard takes you on an exclusive tour behind the scenes of The Ritz-Carlton Hotel Company. Granted unprecedented access to the company's executives, staff, and its award-winning Leadership Center training facilities, bestselling author Joseph Michelli explored every level of leadership within the organization.



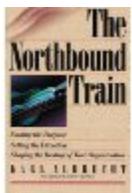
20. [Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer – Carl Sewell](#)

In this completely revised and updated edition of the customer service classic (more than 600,000 copies sold), Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking “Ten Commandments of Customer Service” apply to today’s world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years.



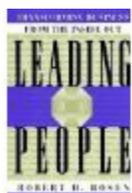
21. [At America's Service: How Your Company Can Join the Customer Service Revolution – Karl Albrecht](#)

From the coauthor of the business bestseller Service America! comes an essential, comprehensive, practical manual for implementing service management strategies that work. Albrecht focuses on issues and problems such as building a service culture, how to get managers to think in new ways, common mistakes and more.



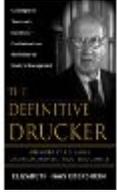
22. [The Northbound Train: Finding the Purpose, Setting the Direction, Shaping the Destiny of Your Organization – Karl Albrecht](#)

Albrecht argues there is an "identity crisis" epidemic in the business world. Pressured by changes in customers, in technology, in business structures, and in global trade, organizations are struggling to sift through the factors, define themselves, and make a profit in the process. This book presents a thought-stirring process for how to develop a vision and a direction for a company and how to communicate that vision in a compelling way to everyone in the organization. Readers learn how to develop a "strategic success model" made up of: vision and mission statement; core values; a competitive strategy; a unified concept for creating customer value; and a distillation of these elements to a few critical focus areas. "Who are we? What are our real aims? What value do we create?" This book should help provide the answers.



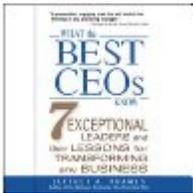
23. [Leading People: Transforming Business from the Inside Out – Robert Rosen](#)

Argues that the key to a business's success lies in the competence, creativity, and commitment of its people, presenting important principles of business leadership and profiles of thirty-six extraordinary leaders. 25,000 first printing. \$25,000 ad/promo. Tour.



24. [The Definitive Drucker: Challenges For Tomorrow's Executives -- Final Advice From the Father of Modern Management – Elizabeth Edersheim](#)

For sixteen months before his death, Elizabeth Haas Edersheim was given unprecedented access to Peter Drucker, widely regarded as the father of modern management. At Drucker's request, Edersheim, a respected management thinker in her own right, spoke with him about the development of modern business throughout his life-and how it continues to grow and change at an ever-increasing rate.



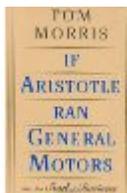
25. [What the Best CEOs Know: 7 Exceptional Leaders and Their Lessons for Transforming Any Business – Krames](#)

What the Best CEOs Know examines the careers of seven CEOs, world-renowned for their consistent and phenomenal success, and details the methodologies that propelled them to the top as industry leaders. Going beyond anecdotes and quotes to introduce proven methods to help you become a better leader, bestselling business author Jeffrey Krames uses cases, self-assessments, and concise summaries to provide a blueprint-like framework for success.



26. [Teaching the Elephant to Dance: The Manager's Guide to Empowering Change \(Plume\) – James Belasco](#)

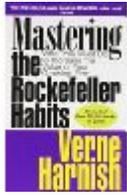
Today the most important function of any manager is to implement change, and teaching the Elephant to Dance is a practical, hands-on guide to creating effective change in any organization. It explains how successful managers decide on a new direction, communicate their vision, and much more.



27. [If Aristotle Ran General Motors: The New Soul of Business – Tom Morris](#)

Since its hardcover publication in 1997, If Aristotle Ran General Motors has been one of the years most talked about books, not only in the United States but around the world, where it has been translated into many languages. Author Tom Morris has emerged as one of America's most popular motivational speakers, bringing his inspirational message of ancient wisdom in modern business to thousands of employees at major companies like AT&T and Merrill Lynch. In 1998

Morris will give more than 100 keynote speeches at corporate seminars to further establish If Aristotle Ran General Motors as a must-read for anyone doing business today.



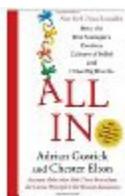
28. [Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Growing Firm – Vern Harnish](#)

THIS BOOK HAS BEEN UPDATED AND REPLACED BY *Scaling Up: How a Few Companies Make It...And Why the Rest Don't (Rockefeller Habits 2.0)*. *Scaling Up* is a re-formatted, full-color version of *Mastering the Rockefeller Habits* with new material not found in the original. In *Scaling Up*, Vern Harnish and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture.



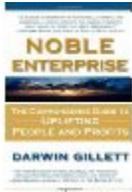
29. [The Orange Revolution: How One Great Team Can Transform an Entire Organization – Adrian Gostick and Chester Elton](#)

From New York Times bestselling authors and renowned leadership consultants Adrian Gostick and Chester Elton comes a groundbreaking guide to building high-performance teams. What is the true driver of a thriving organization's exceptional success? Is it a genius leader? An iron-clad business plan? Gostick and Elton shatter these preconceptions of corporate achievement. Their research shows that breakthrough success is guided by a particular breed of high-performing team that generates its own momentum—an engaged group of colleagues in the trenches, working passionately together to pursue a shared vision. Their research also shows that only 20 percent of teams are working anywhere near this optimal capacity. How can your team become one of them?



30. [All In: How the Best Managers Create a Culture of Belief and Drive Big Results – Adrian Gostick and Chester Elton](#)

The authors of the bestsellers *The Carrot Principle* and *The Orange Revolution* present groundbreaking new findings: In the highest-performing teams and companies, managers create a “culture of belief,” following seven essential steps of leadership. To have any hope of succeeding as a manager, you need to get your people all in. Whether you manage the smallest of teams or a multi-continent organization, you are the owner of a work culture—congratulations—and few things will have a bigger impact on your performance than getting your people to buy into your ideas and your cause and to believe what they do matters.



31. [Nobel Enterprise – Darwin Gillette](#)

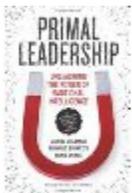
If you want the insights, leadership tools-and inspiration-to create a noble enterprise and lead your people to new heights of performance, then this is the book for you. In it you will learn how to: Strengthen your organization: Awaken and activate the rich array of human energy, wisdom, passion, and purpose in your organization. . Revitalize your company: Create and implement a plan for turning around (and turning on) even the most "stuck" operation. Build sustainable growth and profitability: Learn the secrets of corporate revitalization and apply them to achieve sustainable success. Expand your leadership impact: Build employee morale and commitment-and help your people achieve big performance goals. Inspire your people: Increase your people's enthusiasm and confidence, and turn your company into a high-performing noble enterprise. "A must-read for serious students and practitioners of leadership." - Ken Bardach, associate dean and Charles and Joanna Knight Distinguished Director of Executive Programs, Olin Business School, Washington University in St. Louis



32. [Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make Competition Irrelevant – W. Chan Kim and Renee Mauborgne](#)

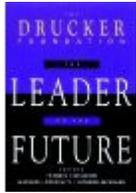
The global phenomenon that has sold 3.5 million copies, is published in a record-breaking 43 languages and is a bestseller across five continents—now updated and expanded with new content. This global bestseller, embraced by organizations and industries worldwide, challenges everything you thought you knew about the requirements for strategic success.

Now updated with fresh content from the authors, Blue Ocean Strategy argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting success comes not from battling competitors but from creating “blue oceans”—untapped new market spaces ripe for growth.



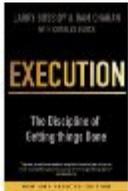
33. [Primal Leadership, With a New Preface by the Authors: Unleashing the Power of Emotional Intelligence – Daniel Goleman, Richard Boyatzis and Annie McKee](#)

This is the book that established “emotional intelligence” in the business lexicon—and made it a necessary skill for leaders. Managers and professionals across the globe have embraced Primal Leadership, affirming the importance of emotionally intelligent leadership. Its influence has also reached well beyond the business world: the book and its ideas are now used routinely in universities, business and medical schools, and professional training programs, and by a growing legion of professional coaches.



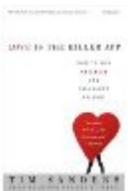
34. [The Leader of the Future: \*The Drucker Foundation Future Series\* – Hesselbein, Goldsmith and Beckhard](#)

Leading-Edge Thought from the World's Best Business Minds "A one-stop shopping guide that shows how leaders can be successful in the year 2000 and beyond." -American Society for Training and Development Discover what Stephen Covey, Ken Blanchard, Peter Senge, Rosabeth Moss Kanter, and other business-world luminaries have to say about the direction of leadership for the future. The Drucker Foundation brings together the best business minds in more than 30 never-before-published essays, each one offering a special perspective on leadership and a unique glimpse into the future.



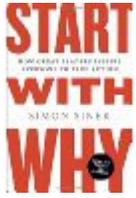
35. [Execution: \*The Discipline of Getting Things Done\* –Larry Bossidy and Ram Charan](#)

When Execution was first published in 2002, it changed the way we did our jobs. By analyzing the discipline of getting things done, it helped thousands of business people to make the final leap to success. Now, Larry Bossidy and Ram Charan reframe their empowering message for a world in which the old rules have been shattered and radical change is becoming routine. For the foreseeable future: - Growth will be slower. But the company that executes well will have the confidence, speed and resources to move fast as new opportunities emerge. - Competition will be fiercer, with companies searching for any possible advantage in every area. - Governments will take on new roles in their national economies. And companies that execute well will be more attractive as partners and suppliers, and better prepared to adapt to new waves of regulation.



36. [Love Is the Killer App: \*How to Win Business and Influence Friends\* – Tim Sanders](#)

Are you wondering what the next killer app will be? Do you want to know how you can maintain and add to your value during these rapidly changing times? Are you wondering how the word love can even be used in the context of business? Instead of wondering, read this book and find out how to become a love cat—a nice, smart person who succeeds in business and in life.



37. [Start with Why: How Great Leaders Inspire Everyone to Take Action – Simon Sinek](#)

Simon Sinek is leading a movement to build a world in which the vast majority of us are inspired by the work we do. Millions have already seen his video on TED.com about the importance of knowing why we do what we do. Start with Why takes the concept even deeper. Any person or organization can explain what they do; some can explain how they are different or better; but very few can clearly articulate why. WHY is not about money or profit – those are results. WHY is the thing that inspires us and inspires those around us?



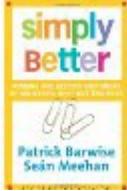
38. [Up Your Business!: 7 Steps to Fix, Build, or Stretch Your Organization 2<sup>nd</sup> Edition – Dave Anderson](#)

Praise for the first edition of Up Your Business! "Dave Anderson has hit another home run! Up Your Business! is an invaluable, highly readable guide that should be on the desk--and in the mind--of anyone demanding top-level performance from themselves and others." --James Strock, author, Reagan on Leadership and Theodore Roosevelt on Leadership "Up Your Business! is a powerful blueprint for companies looking to take their business to the next level. It is one of the most powerful books on business and leadership I have ever read and will be a major component of Saga Communications' leadership training." --Warren Lada, Senior Vice President, Saga Communications, Inc. "Once again, Dave Anderson puts it all together in a way that almost makes you think he's been looking over your shoulder all these years. Chapter two alone, 'Abolish Corporate Welfare: Create a Culture of Merit,' is worth the time it takes to read the entire book." --Mike Roscoe, founder and President, Horizon Communications "Finally . . . a business book that gets to the heart of what matters and creates usable templates that could help any business thrive." --Roxanne Emmerich, author, Thank God It's Monday!



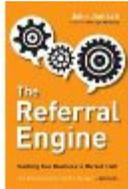
39. [The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You – Jack Covert and Todd Stattersten](#)

After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today's busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you'll find reviews of Money ball and Orbiting the Giant Hairball, but not Jack Welch's memoir.



40. [Simply Better: \*Winning and Keeping Customers by Delivering What Matters Most\* – Patrick Barwise and Sean Meehan](#)

Harrison's is an encyclopedic reference work covering the practice and science of internal medicine. Beginning with a section on general topics (including evidence-based medicine, screening and prevention of disease, geriatrics and end-of life care), the book proceeds to cardinal manifestations of disease (such as back pain, fever and headache), which remains the most popular section of the book. Specialties of internal medicine: oncology and hematology; infectious diseases; cardiology; respiratory; gastroenterology; immune system, connective tissue and joints; endocrinology; and neurology. With the 16th Edition, there will be a free trial subscription to Harrison's Online (either 3 or 6 months' worth - TBA) and there will also be a new free Web Resource Centre for students. This Web Resource Centre will contain additional illustrations, Q&A, case studies etc.



41. [The Referral Engine: Teaching Your Business to Market Itself – John Jantsch](#)

The power of glitzy advertising and elaborate marketing campaigns is on the wane; word- of-mouth referrals are what drive business today. People trust the recommendation of a friend, family member, colleague, or even stranger with similar tastes over anything thrust at them by a faceless company. Most business owners believe that whether customers refer them is entirely out of their hands. But science shows that people can't help recommending products and services to their friends-it's an instinct wired deep in the brain. And smart businesses can tap into that hardwired desire.



42. [Duct Tape Marketing Revised and Updated: \*The World's Most Practical Small Business Marketing Guide\* – John Jantsch](#)

Let's face it, as a small business owner, you are really in the business of marketing. The problem for most small business owners is that they suffer from "marketing idea of the week" syndrome instead of implementing a systematic approach to the problem of small business marketing. In Duct Tape Marketing, renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own.



43. [Managing with a Conscience: How to Improve Performance Through Integrity, Trust, and Commitment \(2nd edition\) – Frank Sonnenberg](#)

In the turbulent, frenetic, dog-eat-dog times of the past few decades, many believed that the only way to achieve success was to be unscrupulous. Acting like slumlords, corporations let their assets deteriorate by exploiting customers, mistreating employees, and squeezing suppliers. What they overlooked, however, was that their obsession with short-term results significantly damaged their company's long-term performance as well as its competitiveness. Today, it is more critical than ever to put an end to these shortsighted tactics. Managing with a Conscience presents a better option for improving long-term success, restoring traditional values, and injecting trust and integrity into all business practices and relationships. This new edition of Managing with a Conscience clearly defines nine factors critical to success.



44. [Six Disciplines® Execution Revolution: Solving the One Business Problem That Makes Solving All Other Problems Easier – Gary Harpst](#)

With all of the pressures successful business leaders have today, none is more urgent or challenging than learning the ability to execute strategy. While larger businesses have the luxury of budgets and resources to meet this challenge, it's the small and mid-sized businesses that now have a tremendous opportunity to level the playing field, leapfrog the expensive, outdated approaches of the past, and attack the challenge of execution in a revolutionary way.



45. [Repeatability: Build Enduring Businesses for a World of Constant Change – James Allen and Chris Zook](#)

Is radical reinvention the key to winning in today's fast-paced world? Not judging by the results of some of the world's best-performing companies. In Repeatability, Chris Zook and James Allen—leaders of Bain & Company's influential Strategy practice—warn that complexity is a silent killer of profitable growth. Successful companies endure by maintaining simplicity at their core. They don't stray from, or regularly discard, their business model in pursuit of radical renovation. Instead, they build a "repeatable business model" that produces continuous improvement and allows them to rapidly adapt to change without succumbing to complexity.



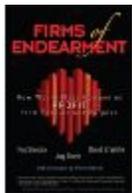
46. [The Thank You Economy – Gary Vaynerchuk](#)

If this were 1923, this book would have been called "Why Radio Is Going to Change the Game" . . . If it were 1995, it would be "Why Amazon Is Going to Take Over the Retailing World" . . . The Thank You Economy is about something big, something greater than any single revolutionary platform. It isn't some abstract concept or wacky business strategy— it's real, and every one of us is doing business in it every day, whether we choose to recognize it or not. It's the way we communicate, the way we buy and sell, the way businesses and consumers interact online and offline. The Internet, where The Thank You Economy was born, has given consumers back their voice, and the tremendous power of their opinions via social media means that companies and brands have to compete on a whole different level than they used to.



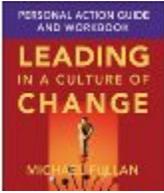
47. [Crush It!: Why NOW Is the Time to Cash In on Your Passion – Gary Vaynerchuk](#)

Do you have a hobby you wish you could do all day? An obsession that keeps you up at night? Now is the perfect time to take those passions and make a living doing what you love. In CRUSH IT! Why NOW Is the Time to Cash in on Your Passion, Gary Vaynerchuk shows you how to use the power of the Internet to turn your real interests into real businesses. Gary spent years building his family business from a local wine shop into a national industry leader. Then one day he turned on a video camera, and by using the secrets revealed in this book, transformed his entire life and earning potential by building his personal brand. By the end of this book, any reader will have learned how to harness the power of the Internet to make their entrepreneurial dreams come true. Step by step, CRUSH IT! is the ultimate driver's manual for modern business.



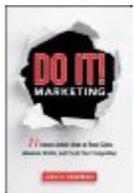
48. [Firms of Endearment: How World-Class Companies Profit from Passion and Purpose – Rajendvra S. Sisodia, David B. Wolfe, Jagdish N. Sheth](#)

Today's best companies get it. From Costco® to Commerce Bank, Wegmans to Whole Foods®: they're becoming the ultimate value creators. They're generating every form of value that matters: emotional, experiential, social, and financial. And they're doing it for all their stakeholders. Not because it's "politically correct": because it's the only path to long-term competitive advantage. These are the Firms of Endearment. Companies' people love doing business with. Love partnering with. Love working for. Love investing in. Companies for whom "loyalty" isn't just real: it's palpable, and driving unbeatable advantages in everything from marketing to recruitment.



49. [Leading in a Culture of Change Personal Action Guide and Workbook – Michael Fullan](#)

"Leading in a Culture of Change: Personal Action Guide and Workbook" is an essential companion to Michael Fullan's bestselling book, "Leading in a Culture of Change." This practical guide is designed to help leaders in all sectors (corporate, education, public, and nonprofit) manage and drive productive change within their organizations. The workbook is filled with illustrative case examples, exercises, and resources that you can use with individuals or groups. It will help you (and any change agent) integrate the five core competencies--attending to a broader moral purpose, keeping on top of the change process, cultivating relationships, sharing knowledge, and setting a vision and context for creating coherence in organizations--and empower you to deal with the issues of complex change.



50. [Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition – David Newman](#)

As a small-business owner or solopreneur, you wear many hats--perhaps the most important of which is marketer. But these days, with so many new ways to reach customers and clients -- and only so much time in the day -- it's hard to know where to start. Should you be using social media? Email? Blogs? Video? SEO? Small business marketing doesn't have to be a mystery. It's just a series of simple decisions (and the action steps to implement those decisions) that will help you regain the clarity, confidence, and control you need to succeed.



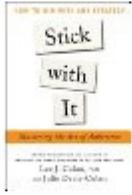
51. [Who: The A Method for Hiring – Geoff Smart and Randy Street](#)

In this instant New York Times Bestseller, Geoff Smart and Randy Street provide a simple, practical, and effective solution to what The Economist calls "the single biggest problem in business today": unsuccessful hiring. The average hiring mistake costs a company \$1.5 million or more a year and countless wasted hours. This statistic becomes even more startling when you consider that the typical hiring success rate of managers is only 50 percent.



52. [Playing to Win: How Strategy Really Works – A.G. Lafley](#)

Are you just playing—or playing to win? Strategy is not complex. But it is hard. It's hard because it forces people and organizations to make specific choices about their future—something that doesn't happen in most companies. Now two of today's best-known business thinkers get to the heart of strategy—explaining what it's for, how to think about it, why you need it, and how to get it done. And they use one of the most successful corporate turnarounds of the past century, which they achieved together, to prove their point.



53. [Stick with It: Mastering the Art of Adherence – Lee Colan](#)

There is no such thing as a one-size-fits-all strategy, especially in today's highly complex and competitive world of business. But there is such a thing as a one-size-fits-all approach to business success . . . it's called the Art of Adherence. A good strategy gets you in the game, but adhering to your strategy gets you into the winner's circle. With today's microwave mentality, business leaders often abandon strategies quickly because they don't yield immediate results.



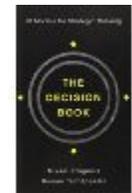
54. [The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results \(2nd Edition\) – Max MeKown](#)

Thinking strategically is what separates managers and leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies.



55. [The Little Black Book of Innovation: How It Works, How to Do It – by Scott D. Anthony](#)

Innovation may be the hottest discipline around today—in business circles and beyond. And for good reason. Innovation transforms companies and markets. It's the key to solving vexing social problems. And it makes or breaks professional careers. For all the enthusiasm the topic inspires, however, the practice of innovation remains stubbornly impenetrable.



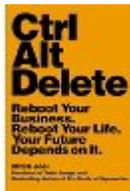
56. [The Decision Book: 50 Models for Strategic Thinking – by Mikael Krogerus](#)

A short, sharp guide to tackling life's biggest challenges: understanding ourselves and making the right choices. Everyday offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway?



57. [Contagious: Why Things Catch On – by Jonah Berge](#)

New York Times bestseller and named Best Marketing Book of 2014 by the American Marketing Association. What makes things popular? Why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral? If you said advertising, think again. People don't listen to advertisements, they listen to their peers. But why do people talk about certain products and ideas more than others? Why are some stories and rumors more infectious? And what makes online content go viral?



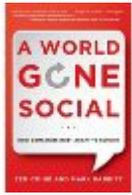
58. [Ctrl Alt Delete: Reboot Your Business. Reboot Your Life. Your Future Depends on It – by Mitch Joel](#)

The DNA of business has changed. Forever. You can blame technology, smartphones, social media, online shopping and everything else, but nothing changes this reality: we are in a moment of business purgatory. So, what are you going to do about it? Mitch Joel, one of the world's leading experts in new media, warns that the time has come to CTRL ALT DELETE. To reboot and to start re-building your business model. If you don't, Joel warns, not only will your company begin to slide backwards, but you may find yourself unemployable within five years.



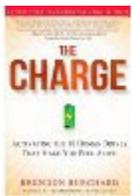
59. [Nice Companies Finish First: Why Cutthroat Management Is Over--and Collaboration Is In – by Peter Shankman](#)

The era of authoritarian cowboy CEOs like Jack Welch and Lee Iacocca is over. In an age of increasing transparency and access, it just doesn't pay to be a jerk—to employees, customers, competitors, or anyone else. In Nice Companies Finish First, Shankman, a pioneer in modern PR, marketing, advertising, social media, and customer service, profiles the famously nice executives, entrepreneurs, and companies that are setting the standard for success in this new collaborative world. He explores the new hallmarks of effective leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Jet Blue's Dave Needleman, Tony Hsieh of Zappos, Steve Jobs of Apple, Ken Chenault of Amex, Indra Nooyi of Pepsi, and the team behind Patagonia harness these traits to build productive, open, and happy workplaces for the benefit of their employees, themselves, and the bottom line.



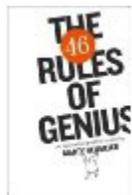
60. [\*A World Gone Social: How Companies Must Adapt to Survive – by Ted Coiné and Mark Babbitt\*](#)

Just like the meteor that likely precipitated the end of the dinosaurs, social media is having a monumental impact on the world's economy; a change so dramatic that it has created a new business era. Welcome... to the Social Age. What does the Social Age mean for your business? Containing stories, analysis of real-world scenarios, and indispensable guidance, *A World Gone Social* gives you the tools and information you need to survive--and thrive--in a business climate in which customers hold all the cards... jobseekers have the power to easily find out what working at your company is really like... and expertise has become more democratic than ever as employees collaborate with each other, as well as with vendors, customers, and even competitors.



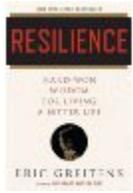
61. [\*The Charge: Activating the 10 Human Drives That Make You Feel Alive – Brendon Burchard\*](#)

Since the fateful night of his car accident, Brendon has lived a fully charged life, and he's helped millions of people around the globe transform their lives and feel more alive, engaged, and fulfilled. In *The Charge*, Brendon argues that the only way to measurably improve the quality of your life is to learn how to activate the very ten drives that make you most human. These drives are your desires for more control, competence, congruence, caring, connection, change, challenge, creative expression, contribution, and consciousness. These drives shape everything you think, feel, and do in life, so understanding and mastering them is critical to your success and happiness. Strategically activating these drives on a consistent basis is the fastest path to living a fully charged life.



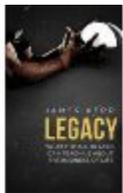
62. [\*The 46 Rules of Genius: An Innovator's Guide to Creativity \(Voices That Matter\) 1st Edition – Marty Neumeier\*](#)

Not since Strunk and White's *ELEMENTS OF STYLE* has a book compressed so many insights into so few pages. With his trademark simplicity and wit, Marty Neumeier has written and illustrated a concise guide that can be read quickly over a lunch break or savored slowly over a lifetime. Part 1, "How can I innovate?" offers insightful guidance such as "Feel before you think," "See what's not there," and "Ask a bigger question." Rule #1 gives the paradoxical advice: "Break the rules." Part 2, "How should I work?" offers down-to-earth tips on craft: "Use a linear process for static elements," and "Express related elements in a similar manner." The reader is also reminded: "Don't be boring!" In Part 3, "How can I learn?" contains practical advice including "Do your own projects," "Invest in your originality," and "Develop an authentic style." Finally, Part 4, "How can I matter?" deals with the deeper questions of a career in creativity, such as "Overcommit to a mission," "Build support methodically," and "Become who you are."



63. [Resilience: Hard-Won Wisdom for Living a Better Life – Eric Greitens](#)

A masterpiece of warrior wisdom that shows how to overcome obstacles with positive action. The best-selling author, Navy SEAL, and humanitarian Eric Greitens offers a self-help book unlike any other. Two years ago, Eric Greitens unexpectedly heard from a former SEAL comrade, a brother-in-arms he hadn't seen in a decade. Zach Walker had been one of the toughest of the tough. But ever since he returned home from war to his young family in a small logging town, he'd been struggling. Without a sense of purpose, plagued by PTSD, and masking his pain with heavy drinking, he needed help. Zach and Eric started writing and talking nearly every day, and Eric set down his thoughts on what it takes to build resilience in our lives.

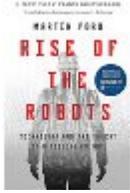


64. [Legacy: What the All Blacks Can Teach Us About the Business of Life – James Kerr](#)

In Legacy, best-selling author James Kerr goes deep into the heart of the world's most successful sporting team, the legendary All Blacks of New Zealand, to reveal 15 powerful and practical lessons for leadership and business. Legacy is a unique, inspiring handbook for leaders in all fields, and asks: What are the secrets of success - sustained success? How do you achieve world-class standards, day after day, week after week, year after year? How do you handle pressure? How do you train to win at the highest level? What do you leave behind you after you're gone?

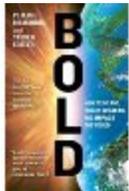


Are you at the top of your game—or still trying to get there? Take your cues from the short, powerful 9 Things Successful People Do Differently, where the strategies and goals of the world's most successful people are on display—backed by research that shows exactly what has the biggest impact on performance. Here's a hint: accomplished people reach their goals because of what they do, not just who they are. Readers have called this “a gem of a book.” Get ready to accomplish your goals at last.



66. [Rise of the Robots: \*Technology and the Threat of a Jobless Future\* – Martin Ford](#)

What are the jobs of the future? How many will there be? And who will have them? We might imagine—and hope—that today’s industrial revolution will unfold like the last: even as some jobs are eliminated, more will be created to deal with the new innovations of a new era. In *Rise of the Robots*, Silicon Valley entrepreneur Martin Ford argues that this is absolutely not the case. As technology continues to accelerate and machines begin taking care of themselves, fewer people will be necessary. Artificial intelligence is already well on its way to making “good jobs” obsolete: many paralegals, journalists, office workers, and even computer programmers are poised to be replaced by robots and smart software. As progress continues, blue and white collar jobs alike will evaporate, squeezing working- and middle-class families ever further. At the same time, households are under assault from exploding costs, especially from the two major industries— education and health care—that, so far, have not been transformed by information technology. The result could well be massive unemployment and inequality as well as the implosion of the consumer economy itself.



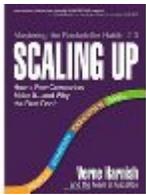
67. [Bold: \*How to Go Big, Create Wealth and Impact the World\* – Peter Diamandis](#)

A radical, how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools, *Bold* unfolds in three parts. Part One focuses on the exponential technologies that are disrupting today’s Fortune 500 companies and enabling upstart entrepreneurs to go from “I’ve got an idea” to “I run a billion-dollar company” far faster than ever before. The authors provide exceptional insight into the power of 3D printing, artificial intelligence, robotics, networks and sensors, and synthetic biology. Part Two draws on insights from billionaires such as Larry Page, Elon Musk, Richard Branson, and Jeff Bezos and reveals their entrepreneurial secrets. Finally, *bold* closes with a look at the best practices that allow anyone to leverage today’s hyper-connected crowd like never before. Here, the authors teach how to design and use incentive competitions, launch million-dollar crowdfunding campaigns to tap into tens of billions of dollars of capital, and finally how to build communities—armies of exponentially enabled individuals willing and able to help today’s entrepreneurs make their boldest dreams come true.



68. [The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies - Erik Brynjolfsson, Andrew McAfee](#)

In recent years, Google's autonomous cars have logged thousands of miles on American highways and IBM's Watson trounced the best human Jeopardy! Players. Digital technologies—with hardware, software, and networks at their core—will in the near future diagnose diseases more accurately than doctors can, apply enormous data sets to transform retailing, and accomplish many tasks once considered uniquely human. In *The Second Machine Age* MIT's Erik Brynjolfsson and Andrew McAfee—two thinkers at the forefront of their field—reveal the forces driving the reinvention of our lives and our economy. As the full impact of digital technologies is felt, we will realize immense bounty in the form of dazzling personal technology, advanced infrastructure, and near-boundless access to the cultural items that enrich our lives.



69. [Scaling Up: How a Few Companies Make It...and Why the Rest Don't \(Rockefeller Habits 2.0\) – Vern Harnish](#)

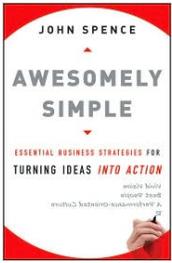
It's been over a decade since Verne Harnish's best-selling book *Mastering the Rockefeller Habits* was first released. *Scaling Up: How a Few Companies Make It...and Why the Rest Don't* is the first major revision of this business classic. In *Scaling Up*, Harnish and his team share practical tools and techniques for building an industry-dominating business. These approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities (and weight) that come with scaling up a venture. This book is written so everyone -- from frontline employees to senior executives -- can get aligned in contributing to the growth of a firm.



70. [The Slight Edge: Turning Simple Disciplines into Massive Success and Happiness - Jeff Olson, John David Mann](#)

The *Slight Edge* is a way of thinking, a way of processing information that enables you to make the daily choices that will lead you to the success and happiness you desire. Learn why some people make dream after dream come true, while others just continue dreaming and spend their lives building dreams for someone else. It's not just another self-help motivation tool of methods you must learn in order to travel the path to success. It shows you how to create powerful results from the simple daily activities of your life, by using tools that are already within you.

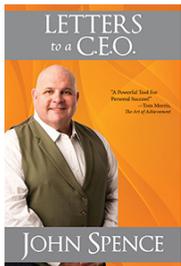
## By John Spence



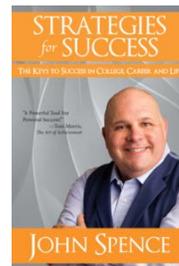
[Awesomely Simple](#)



[Excellence By Design](#)



[Letters to a C.E.O.](#)



[Strategies for Success](#)

I could easily recommend 75 or 80 more, but I think that if you were to read these books they would give you the best overall view on how to build, lead and grow a highly successful organization. If you do not see one of your VERY favorites, please send me a note in case I have not read it yet.

## John Spence

**Author – Speaker – Trainer – Adviser**

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# John Spence

*making the very complex...awesomely simple*

## ABOUT JOHN SPENCE

John has twice been named by Trust Across America as one of the Top 100 Business Thought Leaders in America and has been recognized by that organization as one of the top 100 Thought Leaders in the world in the area of “Trustworthy Business Behavior.” Other recipients of this award include: Sir Richard Branson, CEO of the Virgin Group, Howard Schultz – CEO of Starbucks, Tony Hsieh – CEO of Zappos, acclaimed business consultant Ram Charan, internationally renowned author Thomas L. Friedman, and business authors Patrick Lencioni, Tom Peters, Rosabeth M. Kanter and Jim Kouzes. John has also selected as one of the top 100 Small Business Influencer in America along with Malcolm Gladwell, Seth Godin and Apple and also as one of the top 500 Leadership Development Experts in the world.

John has been a guest lecturer at over 90 colleges and universities across the United States including Duke, Cornell, Stanford and the Wharton School of Business at the University of Pennsylvania. John currently serves as the Director of Best Practice Innovation for the Best Practice Institute and as an instructor for the Entrepreneurial Masters Program at MIT.

For more than 20 years John has traveled upwards of 220 days a year to assist clients such as Microsoft, GE, IBM, Apple, Merrill Lynch, Bank of America, State Farm, All State, and dozens of smaller companies, associations and not-for-profit organizations.

