

Recommended Reading List

The Inmates are Running the Asylum, Why High-Tech Products Drive Us Crazy and How to Restore the Sanity, Alan Cooper, SAMS, 1999, ISBN 0-672-31649-8.

Words That Work, It's Not What You Say, It's What People Hear, Dr. Frank Luntz, Hyperion, NY, 2007, ISBN 978-1-4013-0929-9.

Who Moved My Cheese?, Spencer Johnson, M.D., Putnam, NY, 1998, ISBN 0-399-14446-3.

Why Managers Fail . . . And What to Do About it, John J. McCarthy, McGraw-Hill, 1978, ISBN 07-044315-7.

The Mythical Man-Month, Essays on Software Engineering, Anniversary Edition, Frederick P. Brooks, Jr., Addison Wesley Longman, 1995, ISBN 0201835959, 14th Printing, Nov 2000.

Code Complete, A Practical Handbook of Software Construction, Steve McConnell, Microsoft Press, 1993, ISBN 1-55615-484-4.

About Face, The Essentials of User Interface Design, Alan Cooper, Hungry Minds, Inc., ISBN 1-56884-322-4.

Who Says Elephants Can't Dance?, Inside IBM's Historic Turnaround, Louis V. Gerstner, Jr., HarperBusiness, 2002, ISBN 0-06-052379-4.

The Deadline, A Novel About Project Management, Tom DeMarco, Dorset House, NY, NY, 1997, ISBN 0-932633-39-0