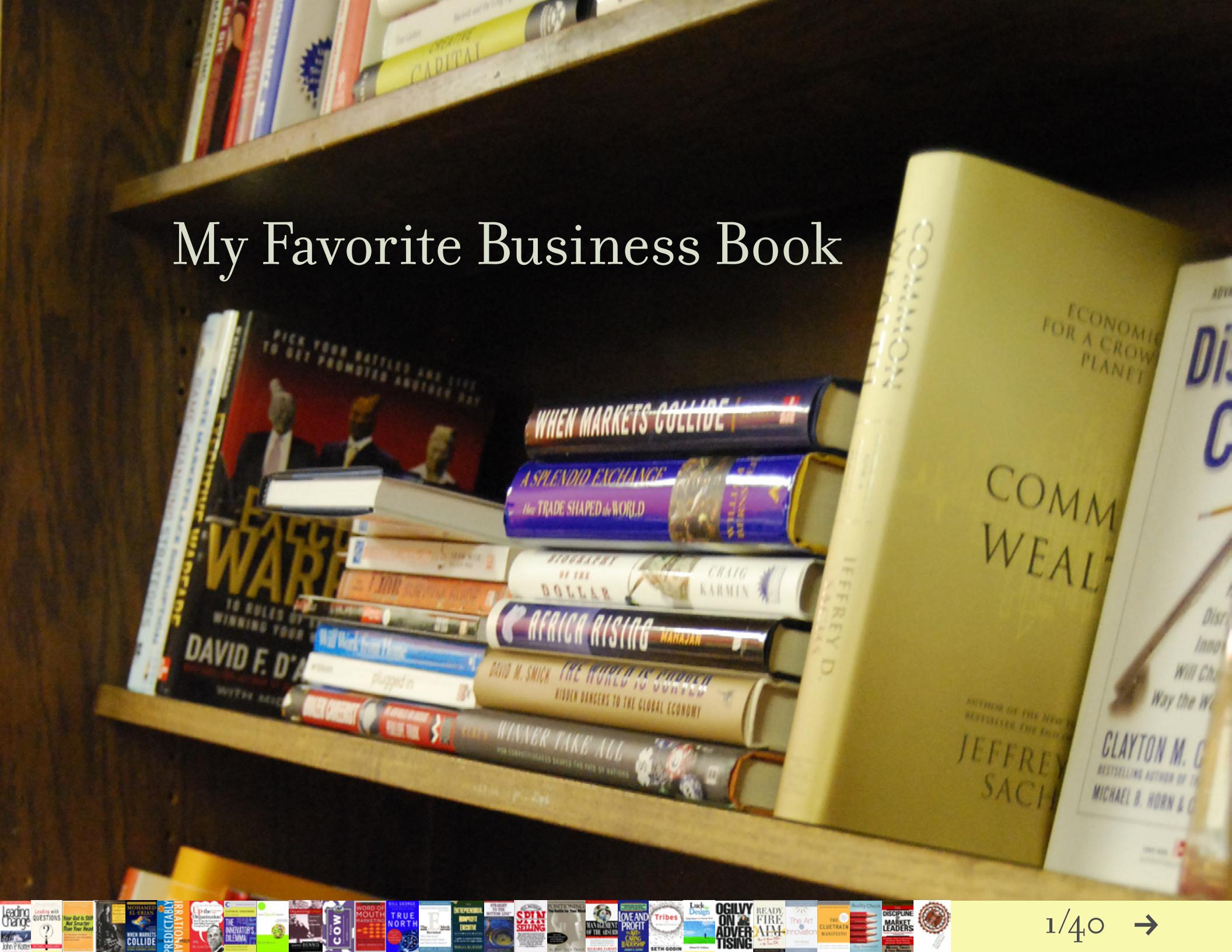


My Favorite Business Book



In February 2009, we released a book called *The 100 Best Business Books of All Time: What They Say, Why They Mattered and How They Can Help You*.

In making such a bold statement, we received both congratulatory notes and outright condemnation of our selections. As you can imagine, hard decisions had to be made. There was simply no way around the fact that there were going to be deserving books and authors left out.

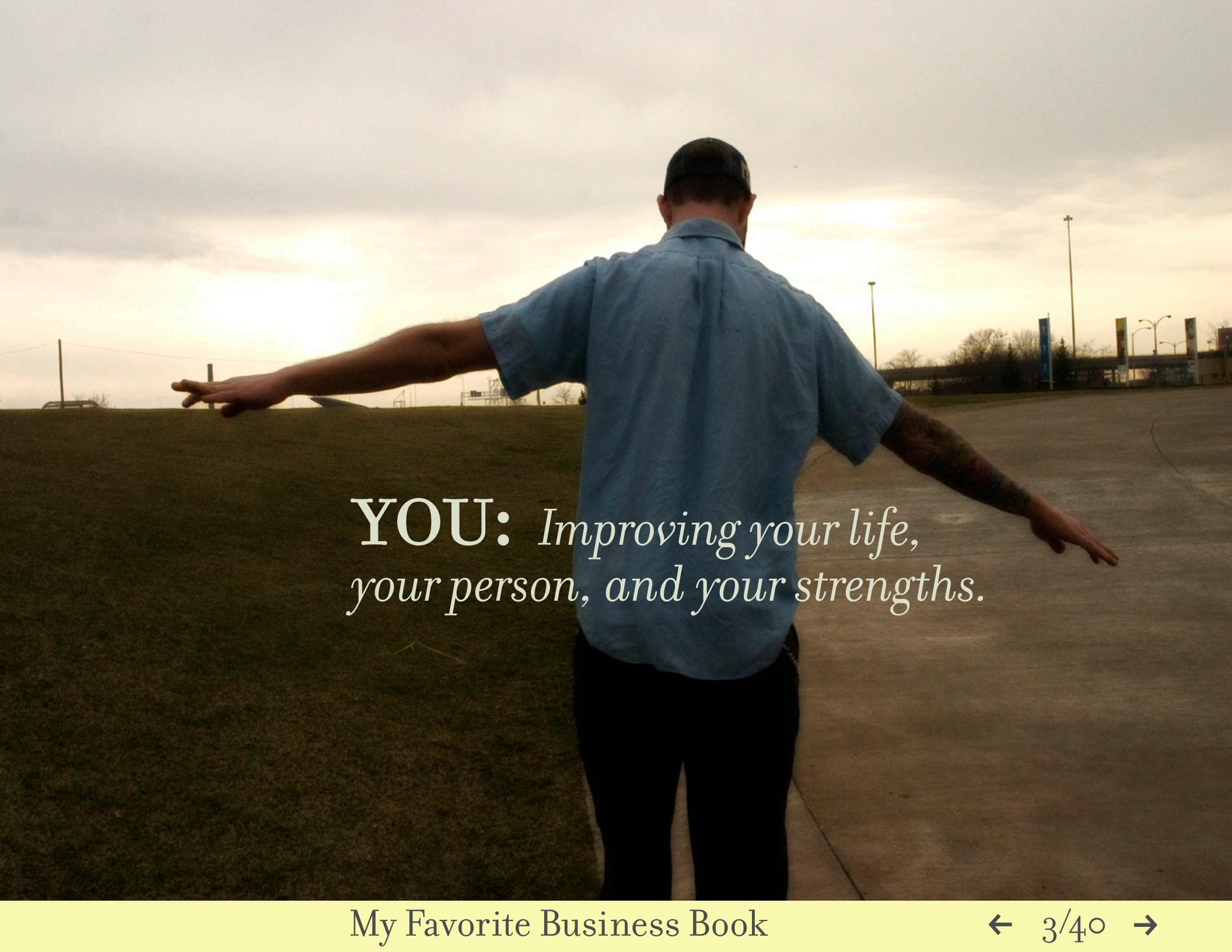
We launched **My Favorite Business Book** in March of 2009 to remedy that numerical constraint and open the selection process to more people than just two booksellers from Milwaukee. The site allows anyone to share the story of their favorite book and make the case for why others should read it.

This eBook is just a sampling of the stories that readers have shared with us. With enough participation, we believe we can build a resource that will provide a book recommendation for most any problem, a peer-generated bibliography of the best and most useful business resources bound in covers.

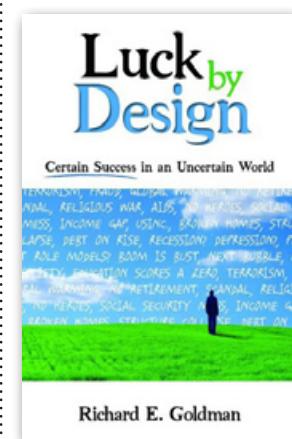
The process only takes a few minutes to complete. If you'd like to participate, or simply read more stories, head on over to myfavoritebizbook.com.

Thanks and Keep Reading,

Jack Covert and Todd Sattersten
The 100 Best Business Books of All Time



YOU: *Improving your life,
your person, and your strengths.*

**BUY THE BOOK**

Get more details or buy a copy of Richard E. Goldman's *Luck By Design*.

Luck by Design: Certain Success in an Uncertain World

BY RICHARD E. GOLDMAN

This is the perfect book for this time, because it is hopeful. It's not the usual rags to riches story, and it's not filled with pablum and bromides. It's the real story of someone who put himself into a position to maximize all parts of his life. It's wise, it's humble, it's funny—and it's the truth. I've given it to each of my clients to kick off the year. Ostensibly, it is written for my son, for our children, but I found it just as useful as he did—and he's 23 and I'm 58, and have owned my own business for 18 years. —Reviewed by Doug Thurman

BOOK DETAILS

ISBN: 9781600374333

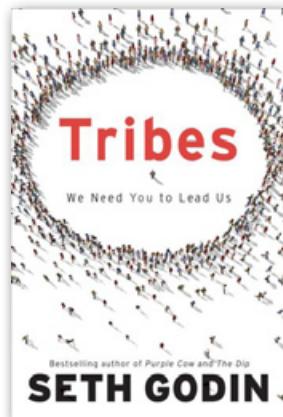
PUBLISHER: Morgan James

BINDING: Paperback

PUB DATE: January 2009

PUBLISHER MARKETING:

Richie Goldman has often been told that he's lucky. And so it seems. Goldman knows that luck is something you create for yourself, with hard work, determination, good timing, and trust in yourself and your inner voice.

**BUY THE BOOK**

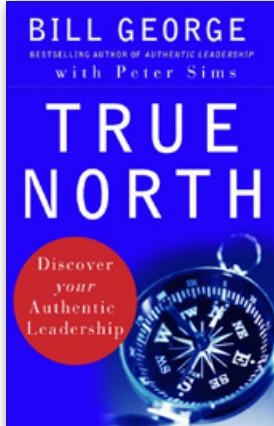
Get more details
or buy a copy of
Seth Godin's
[Tribes](#).

BOOK DETAILS

ISBN: 9781591842330
PUBLISHER: Portfolio
BINDING: Hardcover
PUB DATE: January 2008

PUBLISHER MARKETING:

The Web can do amazing things, but it can't provide leadership. That still has to come from individuals—people just like you who have passion about something. The explosion in tribes means that anyone who wants to make a difference now has the tools at her fingertips. *Tribes* will make you think (really think) about the opportunities in leading your fellow employees, customers, investors, believers, hobbyists, or readers. . . . Itas not easy, but itas easier than you think.

**BUY THE BOOK**

Get more details or buy a copy of Bill George's [True North](#).

True North: Discover Your Authentic Leadership

BY BILL GEORGE, WITH PETER SIMS

I was encouraged and energized listening to the audio of this book. The author uses stories of current executives who have lead their companies through success and difficulty by using their values as an inner “moral compass.” The leader’s values become their True North; a purpose outside the leader that adds meaning to their leadership. Leaders who lead from their moral core values are authentic, compelling, inspiring. They help their teams reach great heights and affect the lives of their people. Finishing the book, I realized, it’s my turn now. It’s time for me to begin leading from my values and helping my team achieve great things too! —Reviewed by [Mike Henry](#)

BOOK DETAILS

ISBN: 9780787987510
PUBLISHER: Jossey-Bass
BINDING: Hardcover
PUB DATE: January 2007

PUBLISHER MARKETING:

True North presents a concrete and comprehensive program for leadership success and shows how to create your own Personal Leadership Development Plan centered on five key areas:

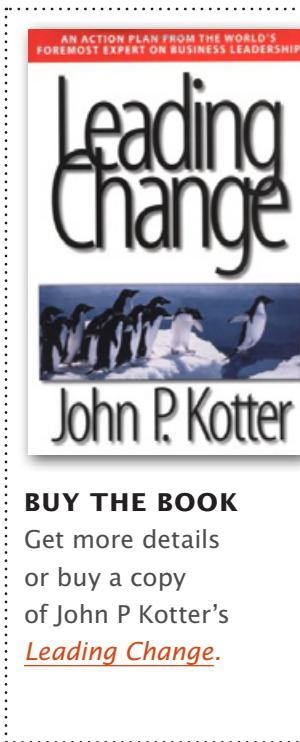
- Knowing your authentic self
- Defining your values and leadership principles
- Understanding your motivations
- Building your support team
- Staying grounded by integrating all aspects of your life



LEADERSHIP:
*Inspiration. Challenge.
Courage. Change.*

My Favorite Business Book

← 7/40 →

**BUY THE BOOK**

Get more details
or buy a copy
of John P Kotter's
Leading Change.

Leading Change

BY JOHN KOTTER

“I am a change agent and I enjoy that role. In my 20+ years in health care I understood many of the steps identified in this book. After I read this book, I understood the depth of commitment and sequence required to make the change process more complete. Dr Kotter has taken a very complicated process and subject and made it accessible to any leader. This process should be a required competency for any executive.” —Reviewed by Joe Mitchell

BOOK DETAILS

ISBN: 9780875847474

PUBLISHER: Harvard Business School Press

BINDING: Hardcover

PUB DATE: January 1996

PUBLISHER MARKETING:

In *Leading Change*, John Kotter examines the efforts of more than 100 companies to remake themselves into better competitors. This highly personal book reveals what John Kotter has seen, heard, experienced, and concluded in 25 years of working with companies to create lasting transformation.

**BUY THE BOOK**

Get more details or buy a copy of Michael J. Marquardt's [Leading with Questions.](#)

Leading With Questions: How Leaders Find the Right Solutions by Knowing What to Ask

BY MICHAEL J. MARQUARDT

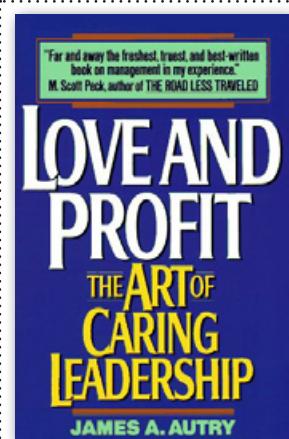
“It has reminded me of the power of questions and how initiating dialogue with questions is much more productive than leading with a point of view. So many of us have attained our success as a result of personal expertise and this book serves as an effective reminder that we don’t need to know all the answers and that questions become critically important as we form interdependencies in a matrixed organization. I recommended this book to the President of my organization and he was so energized by it that he ordered 50 copies for his top leaders and managers.” —Reviewed by Ron Weisinger

BOOK DETAILS

ISBN: 9780787977467
PUBLISHER: Jossey-Bass
BINDING: Hardcover
PUB DATE: September 2005

PUBLISHER MARKETING:

Based on interviews with twenty-two successful leaders who “lead with questions,” this important book reveals how to determine which questions will lead to solutions in today’s complicated business world.

**BUY THE BOOK**

Get more details or buy a copy of James A. Autry's [Love and Profit.](#)

Love and Profit: The Art of Caring Leadership

BY JAMES A. AUTRY

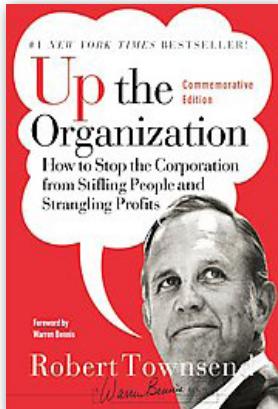
I read this not long after it was published. I was a relatively new manager (29 years old and 2 years into my first, and very challenging, management position). I was the second female manager in a large industrial company in Australia—a pretty macho culture. This book reassured me that the heart of leadership is really caring about your people—caring enough to treat them as individuals—even if you seem “soft.” It was just what I needed to hear, and I’ve carried the messages of this book with me ever since (especially the one about “everyone’s not equal around here”). —Reviewed by Kathy Gould

BOOKS DETAILS

ISBN: 9780380717491
PUBLISHER: Harper Paperbacks
BINDING: Paperback
PUB DATE: September 2002
FIRST EDITION: February 1991

PUBLISHER MARKETING:

In business, it is no longer necessary to sacrifice integrity and peace of mind in favor of profits. Successful Fortune 500 executive James A. Autry effectively explodes the myth that “nice guys finish last” in what is perhaps the most practical, honest and humane management book ever written -- an indispensable handbook that explores every aspect of the fine art of creative and caring leadership.

**BUY THE BOOK**

Get more details or buy a copy of Robert L. Townsend's [Up the Organization.](#)

Up the Organization: How to Stop the Corporation from Stifling People and Strangling Profits

BY ROBERT L. TOWNSEND

I avoided this book for years because I thought it was a bestseller about how to climb the corporate ladder. I was so wrong. It's still the best, pithiest book on running a business I've ever read. After reading this book I never again believed in the outer trappings of successful corporations—exclusive perks for the top executives, big budgets for either a big public relations or H.R. operation. Maybe the key suggestion by Townsend is that a leader must turn department heads loose, give them extraordinary authority and power to perform, get unnecessary obstacles out of their way, and then hold them accountable. —Reviewed by [Bob Campbell](#)

BOOK DETAILS

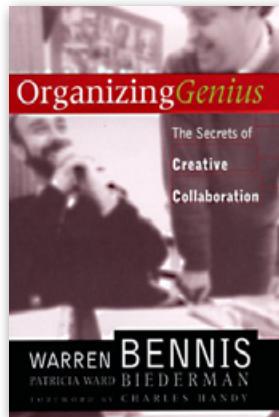
ISBN: 9780787987756
PUBLISHER: Jossey-Bass
BINDING: Hardcover
PUB DATE: May 2007
FIRST EDITION: January 1970

PUBLISHER MARKETING:

This commemorative edition offers a new generation the benefit of Robert Townsend's timeless wisdom as well as reflections on his work and life by those who knew and worked with him. This groundbreaking book continues to remind us not to get mired in all those sacred organizational routines that stifle people and strangle both profits and profitability. He shows a way to humanize business and a way to have fun while making it all work better than it ever worked before.



STRATEGY:*Organizational
blueprints from which to draft your own.*

**BUY THE BOOK**

Get more details or buy a copy of Bennis & Biederman's *Organizing Genius*.

Organizing Genius: The Secrets of Creative Collaboration

BY WARREN BENNIS & PATRICIA WARD BIEDERMAN

I can't say how it changed me, but I can say why I like it. It is one of the most readable business books I've ever found. It's a series of stories, each compelling, and each giving a lesson from a great team. It demonstrates how work is organized into world-changing projects. Great teams come together, get the job done, and dissolve. Leadership, innovation, work environment, and other important facets of doing excellent work are all covered, in a way that the lessons stay with the reader long after he's put the book down. —Reviewed by [Cathy Mosca](#)

BOOK DETAILS

ISBN: 9780201339895
PUBLISHER: Basic Books
BINDING: Paperback
PUB DATE: June 1998

PUBLISHER MARKETING:

"Warren Bennis (and) coauthor Biederman describe hallmarks that distinguish extraordinary groups from groups whose performance is strictly so-so." —*Fortune*

"Perfectly targeted to the harried captain of industry...smoothly written...extremely useful". —*The New York Times Book Review*

**BUY THE BOOK**

Get more details or buy a copy of Guy Kawasaki's [Reality Check](#).

Reality Check: The Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing Your Competition

BY GUY KAWASAKI

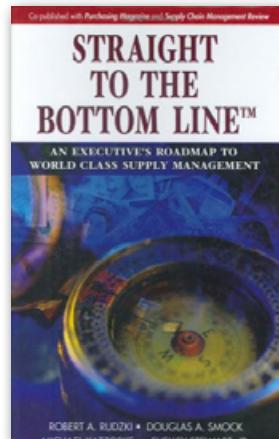
Reality Check by Guy Kawasaki has inspired me to take a step back and “get back to basics” for success. The no-holds-barred perspectives in this book re-energized me with ideas for my own current “Get Real” column focusing on practical matters that help people succeed. Because Guy was not afraid to showcase the raw opinions of his peers, most of what’s described in this book is as real as real can get! This is not a typical cover-to-cover read, it’s a useful reference book that I find myself picking up over and over again. It’s a great book for people, like me, who are not afraid to be authentic! —Reviewed by [Lorraine Rinker](#)

BOOK DETAILS

ISBN: 9781591842231
PUBLISHER: Portfolio
BINDING: Hardcover
PUB DATE: November 2008

PUBLISHER MARKETING:

Now, Kawasaki has compiled his best wit, wisdom, and contrarian opinions in handy book form. From competition to customer service, innovation to marketing, he shows readers how to ignore fads and foolishness while sticking to commonsense practices. Provocative, useful, and very funny, this “no bull shiitake” book will show you why readers around the world love Guy Kawasaki.

**BUY THE BOOK**

Get more details
or buy a copy of

[Straight to the
Bottom Line.](#)

Straight to the Bottom Line: An Executive's Roadmap to World Class Supply Management

BY ROBERT A. RUDZKI, DOUGLAS A. SMOCK & MICHAEL KATZORKE

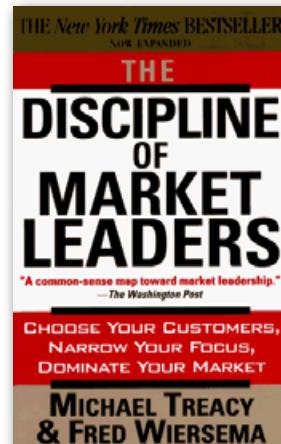
Straight to the Bottom Line makes a compelling argument for why a good procurement process must transform itself into fully integrated supply management. Take care of your supply network—its objectives, strategies, processes and data linkages—and you generate competitive advantage for your organization. In other words, you create value for shareholders and customers. The majority of procurement and supply chain texts are typically addressed to the junior and mid-level practitioner. *Straight to the Bottom Line* opts instead for a simple and persuasive explanation of the leadership role executives must play in optimizing a strategic procurement function. —Reviewed by Vicki McBryde

BOOK DETAILS

ISBN: 9781932159493
PUBLISHER: J. Ross Publishing
BINDING: Hardcover
PUB DATE: September 2005

PUBLISHER MARKETING:

During the past 20 years, the procurement and supply chain profession has radically evolved. Once a tactical and back-office function, it is now a strategic business opportunity that can be fundamental to the success of any organization. *Straight to the Bottom Line* will enable senior corporate executives to turn the enormous top-line and bottom-line potential of supply chain and procurement into reality.

**BUY THE BOOK**

Get more details or buy a copy of
[The Discipline of Market Leaders.](#)

The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market

BY MICHAEL TREACY & FRED WIERSEMA

In 1995, I experienced a life-altering A-Ha Moment. While reading *The Discipline of Market Leaders*, the game of business strategy clicked for me, and my love for business books was born. The authors, Michael Tracey and Fred Wiersema, researched how businesses achieve sustained success. Their findings revealed that three disciplines exist for companies to achieve a successful market leadership position: (1) operational excellence, (2) product leadership, and (3) customer intimacy. According to their research, market-leading businesses must excel in one discipline and be satisfactory in the other two disciplines. While it is tantalizing to build a business that excels in all three disciplines, Tracey and Wiersema warn against it. They say it is a recipe for failure because it is impossible for a business to be operationally excellent AND leaders in product development AND the best at nurturing customer relationships. It is, however, possible for a business to be best-in-class with one discipline and be satisfactory in the other two disciplines. It's not just possible; it's paramount for any business seeking to become a market leader.

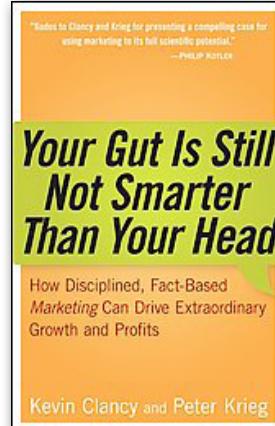
A-Ha! FOCUS ON ONE DISCIPLINE! That's the blueprint to building a market leading business. Be the absolute best in one discipline and remain competitive in the other two disciplines. That's the actionable business advice I learned then and still believe in today.available and accessible to the masses. Back then, it was just the freaks and weirdos with their hyper-expensive computers and very unpowerful modems for limited connectivity. —Reviewed by [John Moore](#)

BOOK DETAILS

ISBN: 9780201407198
PUBLISHER: Perseus Books Group
BINDING: Paperback
PUB DATE: January 1997
FIRST EDITION: January 1995

PUBLISHER MARKETING:

Why is it that Casio can sell a calculator more cheaply than Kellogg's can sell a box of corn flakes? Why can FedEx "absolutely, positively" deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you provide to your customers? How will you increase that value next year? As customers' demands for the highest quality products, best services, and lowest prices increase daily, the rules for market leadership are changing. Once powerful companies that haven't gotten the message are faltering, while others, new and old, are thriving. In disarmingly simple and provocative terms, Treacy and Wiersema show what it takes to become a leader in your market, and stay there, in an ever more sophisticated and demanding world.

**BUY THE BOOK**

Get more details or buy a copy of Clancy & Krieg's [Your Gut is Still Not Smarter Than Your Head.](#)

Your Gut is Still Not Smarter Than Your Head: How Disciplined, Fact-Based Marketing Can Drive Extraordinary Growth and Profits

BY KEVIN CLANCY & PETER KRIEG

Yes, my bosses did write this book, but I assure you, my recommendation is not a biased one. I've read so many marketing books that talk about one new fad or trend, one "new" way of thinking. They all claimed to know what the future would look like, and told us that if we didn't adapt, we'd be left behind. Then 6 months (or less) later, there was a new book on the market with a new fad saying forget the other one, THIS is the "new reality." *Your Gut is Still Not Smarter Than Your Head*, on the other hand, is timeless. It talks about the basics of marketing strategy, which NEVER change, but that too few people in business really understand or talk about much. The authors also discuss HOW to make decisions in these areas, and not in some loosey-goosey, over-the-top, creative-type way that just isn't practical for me or most companies. They talk about how to back up decisions, and let us know that's it's OK to take some time to sort through the options and the data—which is much more in-line with how I like to make decisions anyways.

The mix of case studies is good too—some big companies, some small ones, consumer and B2B. It's really changed the way I think about business decisions in general. There's so much out there about how the big shots in business are the ones with good instincts. But this book inspired me to take a much closer look at those big shots and, as it turns out, there was A LOT more data driving their decisions. They just played up the instincts end of things. It made me feel much more empowered—knowing that, with the help of good information, I can make just as good decisions as the folks people are writing books and articles about. —Reviewed by [Ami Bowen](#)

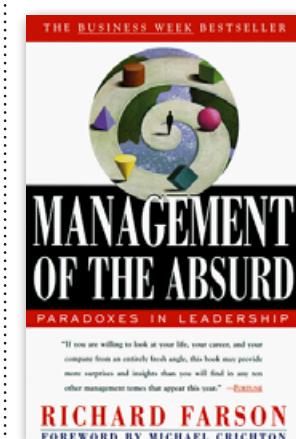
BOOK DETAILS

ISBN: 9780471979937
PUBLISHER: John Wiley & Sons
BINDING: Hardcover
PUB DATE: March 2007

PUBLISHER MARKETING:

Using case studies and real-world data, the authors explain what disciplined marketing looks like in every kind of decision and reveal how a fact-based approach beats gut-only thinking and planning every time. They also show you how to give your marketing a performance review, so you know what benefits you're getting from the money you're investing. Now you can use your head—not just your gut—when making marketing decisions that could make or break your business.

MANAGEMENT:
*Guiding and directing the people
around you.*

**BUY THE BOOK**

Get more details or buy a copy of Richard Farson's *Management of the Absurd*.

Management of the Absurd

BY RICHARD FARSON

After having read just about every title that one would consider for an “A” lsit of influential management books, I came across *Management of the Absurd*. This book challenges just about every conformist view of management, leadership, communication, planning, organizing and career advice that is generally accepted as gospel. Where else would one find such ideas as “The more we communicate, the less we communicate” or “Planning is an ineffective way to bring about change” and finally “ My advice is don’t take my advice.” The last piece I found very hard to do. This book really challenged just about any concept that I had accepted prior to reading Farson’s thoughts. Sure, I did not accept everything he proposed, but I really did enjoy reading his ideas. This book is right up there with *Up the Organization* and *The Abilene Paradox*. —Reviewed by Joe Green

BOOK DETAILS

ISBN: 9780684830445

PUBLISHER: Free Press

BINDING: Paperback

PUB DATE: March 2007

FIRST EDITION: March 2006

PUBLISHER MARKETING:

In *Management of the Absurd*, psychologist, educator, and former CEO Richard Farson presents a series of management paradoxes designed to challenge conventional wisdom and encourage managers to reexamine their assumptions about effective leadership.

SALES & MARKETING:

Approaches and pitfalls in the ongoing process of creating customers.

**BUY THE BOOK**

Get more details
or buy a copy of
David Ogilvy's
[Ogilvy On Advertising.](#)

Ogilvy On Advertising

BY DAVID OGLIVY

I first read this book in the 80's, two years into my first business. I was looking for help with our advertising and someone recommended reading Oglivy's book for some pointers. I purchased a copy and read it in one day. There were many helpful advertising tips, but the book is about much more than advertising. I learned about the importance of treating employees well. Mr. Ogilvy's words led me to explore how I could how to make my employees (just two at that time) truly want to come to work, and how to encourage them to genuinely contribute to the company's success. The business soon began to take off, and a little over a year later I owned a company with eight employees and seven figures in sales. As I look back, the employee advice contributed much more to my success than the advertising tips. I eventually sold the business for a tidy sum and went on to start another successful venture. The book is sitting on a shelf behind my desk as I write this. Have re-read it many times and continue to use Mr. Ogilvy's wisdom in my current entrepreneurial efforts. —Reviewed by [David](#)

BOOK DETAILS

ISBN: 9780394729039

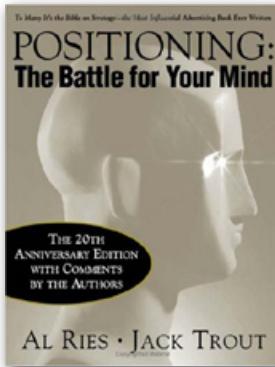
PUBLISHER: Vintage Books

BINDING: Paperback

PUB DATE: March 1985

PUBLISHER MARKETING:

A candid and indispensable primer on all aspects of advertising from the man *Time* has called "the most sought after wizard in the business."

**BUY THE BOOK**

Get more details or buy a copy of Ries & Trout's [Positioning](#).

Positioning: The Battle for Your Mind

BY AL RIES & JACK TROUT

The seminal classic on the subject. Ries and Trout use real world examples to prove their theory of how companies who try to defy the laws of positioning end up in a world of hurt. In a similar way that Marty Neumeier says “Your ‘brand’ is what OTHER people say about your product/company, not what YOU say” ... Positioning is the “pigeon hole” where a consumer puts your product or service. You can spend millions of dollars advertising to try and convince them you should be in a *different* pigeon hole, but you’re almost certain to fail. Example; Xerox made millions selling photocopiers and lost millions trying to sell computers. Likewise, IBM made billions selling computers and lost millions trying to sell photocopiers. In consumers’ minds, Xerox is a photocopy company and IBM is a computer company. Brand extension is a very tricky business. If you own or run a business, this book is an absolute must-read. —Reviewed by [Dean Laffan](#)

BOOK DETAILS

ISBN: 9780071359160

PUBLISHER: McGraw-Hill

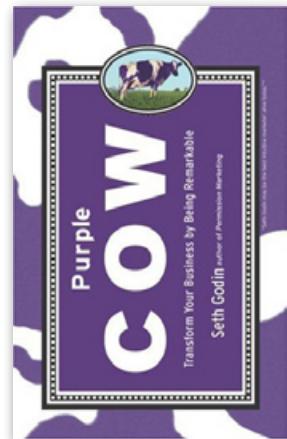
BINDING: Hardcover

PUB DATE: December 2000

FIRST EDITION: November 1980

PUBLISHER MARKETING:

Positioning, a concept developed by the authors, has changed the way people advertise. Witty and fast-paced, this book spells out how to position a leader so that it gets into the mind and stays there, position a follower in a way that finds a “hole” not occupied by the leader, and avoid the pitfalls of letting a second product ride on the coattails of an established one.

**BUY THE BOOK**

Get more details or buy a copy of Seth Godin's [Purple Cow](#).

Purple Cow: Transform Your Business by Being Remarkable

BY SETH GODIN

Purple Cow was the very first business book I ever read (July 2008!) and it couldn't have been a more perfect fit. Casual language, heartfelt passion and a perception of marketing easy to embrace = the perfect introduction to business for me. Seth puts a high value on personal worth and contribution and believes in our ability to create fantastic products and experiences that have benefits that far outweigh monetary gain (although monetary gain is always appreciated). I connected with Seth's message, which to me was more about living your life and running your business with integrity and sense of responsibility. It's about creating value, not only in the products and services offered, but—just as importantly—in the interpersonal relationships developed through your business. —Reviewed by [Lezley Davidson](#)

BOOK DETAILS

ISBN: 9781591840213

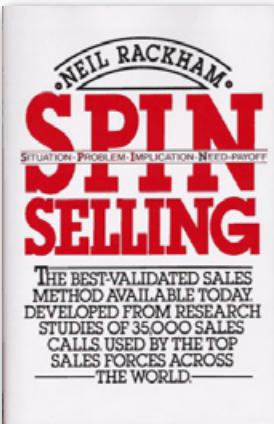
PUBLISHER: Portfolio

BINDING: Hardcover

PUB DATE: January 2003

PUBLISHER MARKETING:

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. In *Purple Cow*, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.

**BUY THE BOOK**

Get more details or buy a copy of Neil Rackham's [Spin Selling.](#)

SPIN Selling

BY NEIL RACKHAM

I've been selling for more than two decades and I've had a lot of success. What I did not have was any clue as to what worked or why it worked. I just thought I was lucky and that I worked hard, but I never knew what I did tactically that helped gain a competitive edge. The main problem was that I was always stressed. I did not feel like my success was in my control. Then one day a competitor gave me a huge tip. She told me that the best book on selling she ever read was *SPIN Selling*. That night I went to a local bookstore and bought the book. I read it cover to cover in two days. Then I bought the *SPIN Selling Fieldbook* and found myself highlighting half the book! Suddenly I understood what I was doing right... and how to keep doing it. I also saw some things I was doing wrong and just let those go. The result? I sold more than ever and I became a much better sales coach. You may think the research is old, don't! The book is not about research. It's about human nature and what makes buyers buy. —Reviewed by [Lori Turec](#)

BOOK DETAILS

ISBN: 9780070511132

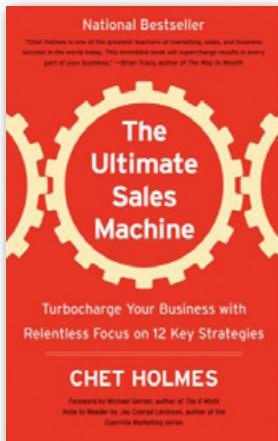
PUBLISHER: McGraw-Hill

BINDING: Hardcover

PUB DATE: May 1988

PUBLISHER MARKETING:

By following the simple, practical, and easy-to-apply techniques of SPIN, readers will be able to dramatically increase their sales volume from major accounts. Rackham answers key questions such as "What makes success in major sales" and "Why do techniques like closing work in small sales but fail in larger ones?"

**BUY THE BOOK**

Get more details or buy a copy of Chet Holmes's *[The Ultimate Sales Machine](#)*.

The Ultimate Sales Machine: Turborcharge Your Business with Relentless Focus on 12 Key Strategies

BY CHET HOLMES

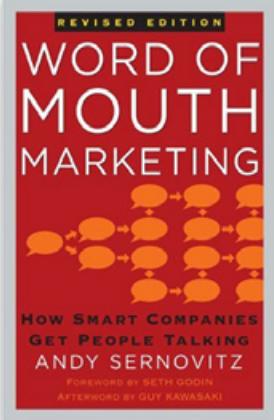
This book made me realize that I don't need to market to everyone. I followed Chet's model and put a laser-beam focused marketing campaign into action on a very small group of "suspects" who fit my ideal client profile. They get something from me every month. They are getting to know who I am and what I can do for them. When they are ready for me, they call. No more chasing after the wrong type of client. Chet's ideas are brilliant and simple, but not easy. There are no quick fixes here. It takes what he calls "pig-headed determination" to stay on track, and that's the hard part. These ideas really work if you are tough-minded enough to put them into action and stay with it, no matter what. While other people complain about how tough business is, my phone is ringing with new leads calling me every day. Thanks, Chet! —Reviewed by [Barbara Wright](#)

BOOK DETAILS

ISBN: 9781591842156
PUBLISHER: Portfolio
BINDING: Hardcover
PUB DATE: June 2008

PUBLISHER MARKETING:

The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve sales, marketing, management, and more.

**BUY THE BOOK**

Get more details or buy a copy of Andy Sernovitz's [Word of Mouth Marketing](#).

Word of Mouth Marketing: How Smart Companies Get People Talking

BY ANDY SERNOVITZ

Life is a conversation. This is simple, obvious, but unheeded information by many marketers. It presents ideas simply, packaged well and is well written. THIS IS A MUST HAVE FOR GENUINE engagement with customers, and building loyalty and word of mouth. To underscore company honesty and integrity is what we stand for and nice to read in this book.

—Reviewed by Barbara McG

BOOK DETAILS

ISBN: 9781427798619
PUBLISHER: Kaplan Publishing
BINDING: Hardcover
PUB DATE: February 2009
FIRST EDITION: November 2006

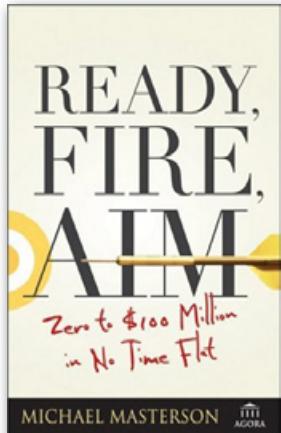
PUBLISHER MARKETING:

With straightforward advice and humor, marketing expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth.

Learn the five essential steps that make word of mouth work and everything you need to get started using them. Understand the real purpose of blogs, communities, viral email, evangelists, and buzz--when to use them and how simple it is to make them work.



ENTREPRENEURSHIP:
*The passion and practicality necessary
for any new venture.*

**BUY THE BOOK**

Get more details or buy a copy of Michael Masterson's [Ready, Fire, Aim.](#)

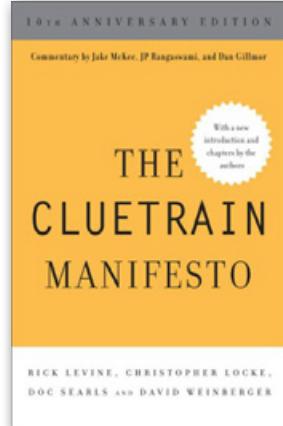
Ready, Fire, Aim: Zero to \$100 Million in No Time Flat

BY MICHAEL MASTERSON

This is the first book I found that really understands the entrepreneur and clearly puts the priorities in the right order—sales first. It changes the game with a rapid prototyping mindset—just getting it to market as fast as possible and then improving as you go (though this doesn't work for some industries like automobiles or restaurants, or for mission-critical products/services). I just read it a few months ago, so I am still on the path, but shocked it me took so long to “get it.” It seems so obvious now. —Reviewed by [Andrew](#)

BOOK DETAILS**ISBN:** 9780470182024**PUBLISHER:** John Wiley & Sons**BINDING:** Hardcover**PUB DATE:** January 2008**PUBLISHER MARKETING:**

Whether you're thinking about starting a new business or growing an existing one, *Ready, Fire, Aim* has what you need to succeed in your entrepreneurial endeavors. In it, self-made multimillionaire and bestselling author Masterson shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, Masterson teaches you the different skills needed in order to excel in this dynamic environment.

**BUY THE BOOK**

Get more details
or buy a copy
of Tom Kelley's
[The Cluetrain Manifesto.](#)

The Cluetrain Manifesto

BY RICK LEVINE, CHRISTOPHER LOCKE, DOC SEARLS & DAVID WEINBERGER

I'm probably devouring about 50-plus business books a year, but something always brings me back to *The Cluetrain Manifesto*. Even though it was written by four different authors at different times, there's this feeling that you're listening in on a conversation with some of the smartest people out there as they debate where business should be going because of this developing technology called the Internet. The way they mesh their passion for technology, communications, media and business into four very divergent—and at the same time, complimentary—voices, allows you to take away varying perspectives on how business will change as the Internet takes hold. It's crazy to think that these thoughts and ideas were put forward in 1999. We're talking years before broadband, and in a world where there weren't any major online social networks. While the book is most famous for the line, "markets are conversations," the book was written in a time when the Internet had neither a market or any conversations that were available and accessible to the masses. Back then, it was just the freaks and weirdos with their hyper-expensive computers and very unpowerful modems for limited connectivity.

The book set my mind on fire with the potential of the Internet back then, and it's a pretty staggering read in 2009 when you consider what these guys were tinkering with in terms of what the Internet was able to do. A great business book should be one that can stand the test of time. It's pretty incredible to read *The Cluetrain Manifesto* today because it's just as moving and insightful as it was back in the day.

—Reviewed by [Mitch Joel](#)

BOOK DETAILS

ISBN: 9780465018659
PUBLISHER: Basic Books
BINDING: Hardcover
PUB DATE: June 2009
FIRST EDITION: January 2000

PUBLISHER MARKETING:

The Cluetrain Manifesto began as a Web site (cluetrain.com) in 1999 when the authors, who have worked variously at IBM, Sun Microsystems, the "Linux Journal," and NPR, posted 95 theses about the new reality of the networked marketplace. Ten years after its original publication, their message remains more relevant than ever. For example, thesis no. 2: "Markets consist of human beings, not demographic sectors"; thesis no. 20: "Companies need to realize their markets are often laughing. At them." The book enlarges on these themes through dozens of stories and observations about business in America and how the Internet will continue to change it all.

**BUY THE BOOK**

Get more details or buy a copy of Michael E. Gerber's [The E-Myth Revisited.](#)

The E-Myth: Why Most Business Don't Work and What to Do About It

BY MICHAEL E. GERBER

This book (and all its variations) has had wider application than any business book I can recall. Its principles are the forerunners of the “experience” oriented business models and easier to understand. I recommend it not only to entrepreneurs but to managers.

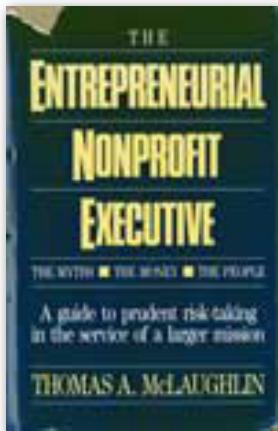
—Reviewed by [Kevin Troy Darling](#)

BOOK DETAILS

ISBN: 9780201407198
PUBLISHER: Perseus Books Group
BINDING: Paperback
PUB DATE: January 1997
FIRST EDITION: January 1995

PUBLISHER MARKETING:

In this first new and totally revised edition of the 150,000-copy underground bestseller, *The E-Myth*, Michael Gerber dispels the myths surrounding starting your own business and shows how commonplace assumptions can get in the way of running a business. He walks you through the steps in the life of a business from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed.

**BUY THE BOOK**

Get more details or buy a copy of Thomas A. McLaughlin's *The Entrepreneurial Nonprofit Executive*.

The Entrepreneurial Nonprofit Executive

BY THOMAS A. MC LAUGHLIN

McLaughlin taught me to apply all the skills I learned as a business owner to my nonprofit responsibilities. I've forever left behind the silly notion that a successful nonprofit can operate from a "poor little me" attitude. As McLaughlin says, "What does your employer's tax status have to do with..." well, you name it—everything from how you furnish your offices, how your employees dress, how you talk to potential donors, on to whatever else a person needs to do—whether a for-profit or a nonprofit. I even bought a copy of the book for my eldest daughter when she became director of grants for a nonprofit.

—Reviewed by Patricia Daeley

BOOK DETAILS

ISBN: 9780930807221
PUBLISHER: Fund Raising Institute
BINDING: Hardcover
PUB DATE: October 1991

FROM LIBRARY JOURNAL:

McLaughlin draws upon many years of his own experience as an executive in nonprofit organizations as well as the wisdom of other nonprofit executives to present a guide for no-nonsense nonprofit management. McLaughlin advises readers on how to avoid the seven myths surrounding nonprofit management that he has identified.

—Copyright 1991 Reed Business Information, Inc.



INNOVATION & CREATIVITY: *Insight into the process of developing new ideas.*

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Get more details or buy a copy of Elting E. Morison's [Men, Machines, and Modern Times.](#)

Men, Machines, and Modern Times

BY ELTING E. MORISON

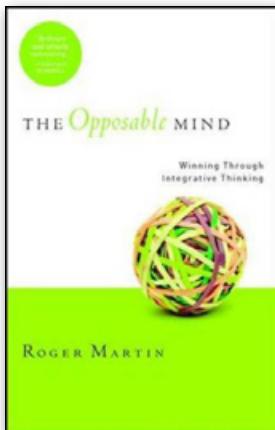
I love this book. So many of us are eager to say that we live in an unheralded era of technological change, but after reading this book, I guarantee you'll think differently. Written in 1968 and based on a series of lectures between 1950 and 1966, the book is a collection of beautifully written historical essays. Morison traces the development and introduction of new processes and techniques which (during their time) profoundly changed the way things were done. He describes a continuous battle between entrepreneurs and new adopters on the one hand and resistors on the other. Morison then proposes that a process of more carefully testing and introducing new technologies may not only help soften the resistance to change, but also lead to less risky social adoption. Sound familiar? Led me to an epiphany of sorts which is, why do we keep relearning things that have already been learned before? It's truly one of the best books ever written on the process of transformation. —Reviewed by [Christine Flanagan](#)

BOOK DETAILS

ISBN: 9780262630184
PUBLISHER: MIT Press
BINDING: Paperback
PUB DATE: March 1968
FIRST EDITION: 1966

PUBLISHER MARKETING:

Men, Machines, and Modern Times, though ultimately concerned with a positive alternative to an Orwellian 1984, offers an entertaining series of historical accounts taken from the nineteenth century to highlight a main theme: the nature of technological change, the fission brought about in society by such change, and society's reaction to that change.

**BUY THE BOOK**

Get more details
or buy a copy of
Roger L. Martin's
[Opposable Mind](#).

The Opposable Mind: How Successful Leaders Win Through Integrative Thinking

BY ROGER L. MARTIN

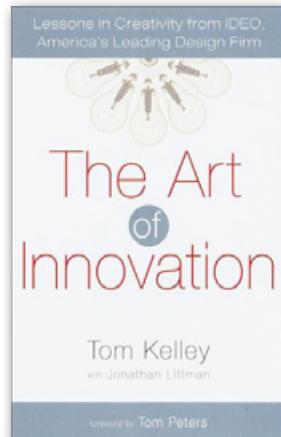
My interests seem to be all over the map. I had always been concerned that the knowledge I had gained through the years was too broad. I was worried that, since I had not taken the initiative to delve deeply into any one area of expertise, that people and employers would not take me seriously—and sometimes they don't! At the same time, though, I seem to have more than average insight into seemingly unrelated topics based on what I've learned elsewhere. I seriously thought it was not normal—that I was grabbing at straws trying to make my mark in this broadly distracted way. Until I read this book, that is. I realized that I wasn't deficient in some way, but gifted with the ability to take a larger view of a situation and make connections that most people would never dream of. I have a new goal in life now—to broaden my knowledge into as many different areas as humanly possible, keeping the faith that when the time comes, the connections will click. —Reviewed by Bob Strohmeyer

BOOK DETAILS

ISBN: 9781422118924
PUBLISHER: Harvard Business School Press
BINDING: Hardcover
PUB DATE: December 2007

PUBLISHER MARKETING:

Instead of focusing on what exceptional leaders do, we need to understand and emulate how they think. Successful businesspeople engage in what Martin calls integrative thinking—creatively resolving the tension in opposing models by forming entirely new and superior ones.

**BUY THE BOOK**

Get more details
or buy a copy
of Tom Kelley's
Art of Innovation.

The Art of Innovation: Lessons in Creativity From Ideo, America's Leading Design Firm

BY TOM KELLEY

I got this book as a gift from my uncle, who was teaching an innovation course for MBA students. I read it in three days, and fell in love for the subjects of innovation and interaction design. Well, four years have passed, and today I've finished my own MBA, have started an Interaction Design post-grad and I'm working with New Product Development at a big computer manufacturer, trying to spread Design Thinking throughout my company. This book was the first to really change my life for the better. Thanks IDEO....!

—Reviewed by Paolo Dominico Passeri

BOOK DETAILS

ISBN: 9780385499842
PUBLISHER: Currency
BINDING: Hardcover
PUB DATE: January 2001

PUBLISHER MARKETING:

The award-winning design and development firm IDEO, which brought the world the Apple mouse, reveals its secrets to fostering innovative, out-of-the-box thinking across the world of business. In this handbook, the author outlines the steps IDEO and other successful companies use to achieve successful problem solving.

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As our late owner, A. David Schwartz, always said, “*The true profit in bookselling is the social profit; the bottom line, the measure of the impact of the bookshop on the community.*” Technology has expanded our community at the same time it has changed the way people read and books are sold. And so, we enter our second quarter century at a time when bookselling is undergoing many changes. We look to lead the way and help provide an example for others to follow.

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