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## LATEST BOOK SUMMARY



## Outfluence

The Better Way to Influence

By Al Betz  
Silverbear Graphics, 2008  
ISBN 978-0-9778070-7-9  
308 pages

## THE BIG IDEA

*"Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior."* - **Marshall McLuhan**

This quote underlines a truth that seems evident, yet few of us really think about the deeper meaning of how much influence is exerted upon us from our environment, seemingly many times without our conscious consent. When most people think of influence, they think of something

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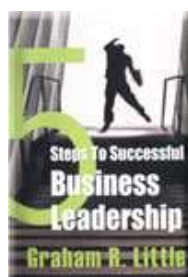
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BOOK TITLES: 0 - 9



## 5 Steps to Successful Business Leadership

By Graham R. Little  
Jaico Books, 2006  
ISBN 81-7992-129-8  
156 pages

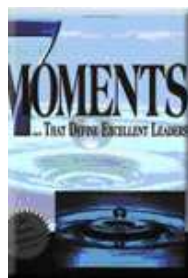


"5 Steps to Successful Business Leadership" is an important management guide which explores the principles and practice of leadership in business. It provides readers with five creative and groundbreaking tools which, if used properly, can help them to succeed at the task of managing a team.

Areas covered include:

- How to set the standards
- How to motivate the management team
- Establishing and achieving targets
- Coaching skills
- Monitoring performance
- Creating the environment for success
- Thinking outside the square

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## 7 Moments That Define Excellent Leaders

By Lee J. Colan  
ISBN 0-9772257-7-1  
134 pages



The building blocks of excellence are moments---specifically, defining moments. In this book, bestselling author Lee J. Colan tells leaders how to recognize, create and utilize these moments effectively to bring out the best in their people.

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wielded by those with authority, money, clout — who also usually possess an agenda of their own.

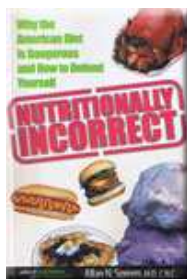
There is a better way if you feel you don't have all the authority, money, or clout you need to effect real, positive change. Applied consciously, it creates a powerful, irresistible message that promotes growth in personal lives, relationships and businesses.

It's called Outfluence.

Outfluence turns conventional thinking about influence upside down—making a powerful force available to anyone who chooses to use it.

[more details >>](#)

### Best Summaries Book of the Week



#### The New Dare to Discipline Why the American Diet is Dangerous and How to Defend Yourself

By Allan N. Spreen, M.D., C.N.C.  
Synergy Books International  
ISBN 983-136-551-8  
237 pages

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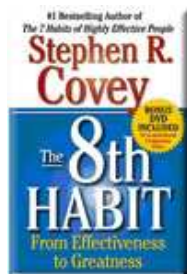
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### ■ 8th Habit , The From Effectiveness to Greatness

By Stephen R. Covey  
Free Press, 2004  
ISBN 0684846659  
432 pages



For years, "The 7 Habits of Highly Effective People" has become a bible for individuals and executives who seek to improve their lives and their careers.

According to author Stephen M. R. Covey , effectiveness is the tool for survival in today's fast-paced environment. However, in order to truly become excellent and succeed in the new Knowledge Worker Age, you must build on and move beyond effectiveness and into greatness. You must find your own voice and inspire others to find their own voices as well.

Finding your voice requires a shift in thinking. To succeed in your journey towards greatness, you need a new mindset, a new skill-set and a new habit. Stephen M. R. Covey 's "**The 8 th Habit**" will guide you as you take the necessary change into greatness.

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### ■ 8 Patterns of Highly Effective Entrepreneurs

By Brent Bowers  
Currency Doubleday, 2007  
ISBN: 978-0385515474  
210 pages



So you think you're an entrepreneur? Do you have a vision? Are you passionate about this vision of yours? Do you believe that you've just stumbled upon the next biggest thing since Microsoft? If you do, then we could, at the very least, conclude that you do possess a certain entrepreneurial trait. You, just like all entrepreneurs, think big. But you aren't a certified entrepreneur just yet. There's more to an entrepreneur than just a big dream or a grand idea.

If anything, what distinguishes entrepreneurs from the rest is their drive to act and go for that dream. They aren't just talkers. They are movers. What sets them apart further is how they move. Sure, everyone has a dream and everyone has their own way of reaching their dreams, but it's the when, why, what and how entrepreneurs act to make their dreams come true that makes them who they are.

"8 Patterns of Highly Effective Entrepreneurs" dissects the minds and habits of some of today's remarkable entrepreneurs and gives you an insider on what it takes to be an entrepreneur. If you find these patterns in you, welcome to the club.

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### ■ 10 Things that Keep CEOs Awake And how to put them to bed

By Elizabeth Coffey and colleagues from The Change Partnership  
McGraw-Hill Business, 2003  
ISBN 0 07 709989 3  
218 pages



Liz Coffey and her colleagues coach top CEOs, addressing the 10 primary concerns that keep them sleepless in their executive suites:

- Developing bifocal vision
- Getting the organizational structure right
- Creating time to maximize impact
- Energizing the organization through leadership
- Delivering strategy through the top team

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- Managing the board
- Communicating with stakeholders all of the time
- Meeting the diversity challenge
- Surviving the global jungle
- Balancing work/life demands

Each chapter is set within a specific context, sets a challenge, and defines the results -showing how each client was guided towards these desired results.

There are multiple pressures facing any CEO today. With rapid technological advances, a greater risk when going into any international enterprise, and changing regulations, the organizations of global proportions require a CEO who can communicate, motivate, develop talent, push for growth and profits, run a multi-lingual, multi-cultural corporation...all the while maintaining that delicate work/life balance.

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## ■ 17 Essential Qualities Of A Team Player, The

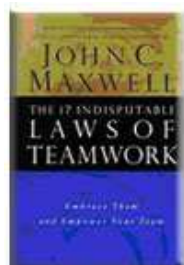
### Becoming The Kind Of Person Every Team Wants

By John C. Maxwell  
Thomas Nelson Publishers 2002  
ISBN 0-7852-7435-9  
156 pages



A follow-up companion reader to The 17 Indisputable Laws of Teamwork, here is a clear character profile of the ideal Team Player. Maxwell stresses some main qualities of a good team player: intentional, or she is focused on the big picture, relational, focused on others, selfless, willing to take a backseat for the good of the team, and tenacious – works hard to overcome obstacles, no matter what.

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## ■ 17 Indisputable Laws Of Teamwork, The

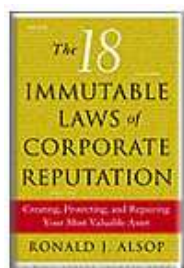
### “Embrace Them And Empower Your Team”

By John C. Maxwell  
Author of “21 Irrefutable Laws Of Leadership”  
Thomas Nelson, Inc., 2001  
ISBN: 0785274346  
265 pages



Building a winning team is a process. Here are guiding laws for any type of organization, group, or family, based on the principle that teamwork is essential in any great human endeavor. Whether you're a leader or a member, these laws will definitely have a positive effect on you, your team, and your life!

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## ■ 18 Immutable Laws Of Corporate Reputation, The

### Creating, Protecting, and Repairing Your Most Valuable Asset

By Ronald J. Alsop  
Wall Street Journal Books, 2004  
ISBN 074323670X  
320 pages



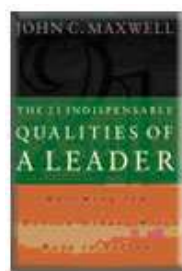
Everything an individual or company does or produces contributes to its reputation. Reputation is an intangible asset, but a very important one. In some ways it is even better than having money in the bank, but not as easily quantified.

A good reputation is its own advertising and quality seal. It can engender loyalty in customers that

can cross several generations and time zones. A good reputation can bring in more customers in the good times, and be a protective buffer in the bad times.

The author has delineated what he calls the, "18 Immutable Laws of Corporate Reputation." This book holistically deals with the topic of reputation management in three parts: establishing a good reputation, keeping that good reputation and repairing a damaged reputation.

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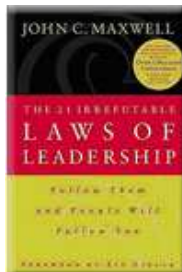
## ■ 21 Indispensable Qualities of a Leader, The "Becoming the Person Others Will Want to Follow"

By John C. Maxwell  
Thomas Nelson Inc 1999  
ISBN 0-7852-7440-5 Hard cover  
ISBN 0-7852-6796-4 Paper back  
161 pages



Leadership is an art form. To become a good leader, you have to begin working on improving yourself. Filled with enlightening anecdotes that illustrate the qualities of the world's greatest leaders, this must-read for any entrepreneur, manager, or executive will bring valuable lessons to push you in the right direction towards the fulfillment of your leadership roles.

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## ■ 21 Irrefutable Laws of Leadership, The "Follow Them and People Will Follow You"

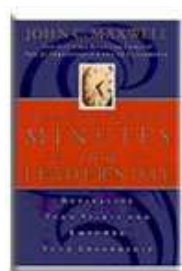
By John Maxwell  
Thomas Nelson Inc 1998  
ISBN 0-7852-7034-5  
226 pages



Principles are laws that apply across different cultures, generations, and circumstances. John Maxwell, drawing lessons from his own experiences as well as those of other leaders', has discovered 21 principles for leadership.

In each chapter of the book, Maxwell describes each law as a tool that can help people succeed in business, church, sports, and personal endeavors. Anyone in any position, in any field, and in any culture, can learn and practice these laws to become a successful leader. The learning is made richer by real life illustrations that show how the laws are practiced or violated.

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## ■ 21 MOST POWERFUL MINUTES IN A LEADER'S DAY, THE

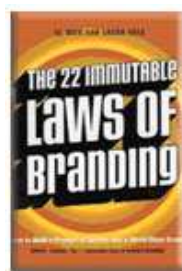
John C. Maxwell  
Thomas Nelson, December 2002  
ISBN : 0785274324  
Pages : 224



The best-selling author of "THE 21 MOST POWERFUL MINUTES IN A LEADER'S DAY" gives us 21 weeks of daily lessons on leadership that are based on known biblical characters, their stories, and the principles that guided them to become successful leaders of their people. The author, popular for his books in personal and leadership development, uses the Bible to demonstrate winning principles such as effectiveness, influence, empowerment, sacrifice, timing, and teamwork in dealing with leadership issues through a particular theme on a daily basis.

On the 5th day, the author summarizes the ideas that were discussed and includes a specific prayer that will help to put into practice these ideas. The book draws heavily on the scriptures of the Old Testament and may not appeal to everyone. But for readers who have made the Bible a part of their lives, they will find the author's visions and statement of laws highly appealing and rewarding.

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## ■ 22 Immutable Laws Of Branding, The

**How to Build A Product or Service into a World-Class Brand**

By Al Ries and Laura Ries

Harper Business 2002

ISBN 0 06 000773 7

255 pages



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Marketing guru Al Ries, who brought us “Positioning: The Battle for Your Mind” teams up with his wife Laura for another Marketing Classic. The textbook for any brand-building team, this book cites real-world stories from Starbucks, and The Body Shop, to Microsoft, Amazon.com, and Yahoo! Brand creation is explained in simple language, and in easily digestible chapters. This is the essential primer for anyone who intends to dominate a category and build a formidable brand, whether your product is sold in malls or on the Internet.

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## ■ 24 Essential Lessons for Investment Success

**Learn the most important investment techniques from the founder of Investor's Business Daily**

By William J. O'Neil

McGraw-Hill Books, 2000

ISBN 0-07-136033-6 (IBD Edition)

ISBN 0-07-135754-8

173 pages



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Take investment lessons from the expert. O'Neil started out with \$500 just out of college, and by age 30 had purchased a seat on the New York Stock Exchange and opened his own investment management research firm. In 1963, he was the first to create a computerized database for stock market research that is used today by 400 major US institutions. With decades of investing experience, the author shares the lessons he has learned in a simple question-and-answer format, for those who may be first-time investors getting their feet wet, and to improve the performance of those who may have been playing the market for some time. Learn common-sense strategies, know when to buy and sell at the right time, and successfully manage your own portfolio. Your journey to financial security and freedom begins here.

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## ■ 30 Days to a Happy Employee

**How a Simple Program of Acknowledgment Can Build Trust and Loyalty at Work**

By Dottie Bruce Gandy

Fireside Book NY, Simon & Schuster

ISBN 0-684-87329-X

203 pages



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Acknowledgment motivates individuals to greater productivity, loyalty to the company, and pride in themselves and in what they do. Acknowledgment is one of the most cost-effective ways to take good care of your business.

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## ■ 33 Strategies of War, The

Robert Greene  
 Viking (Penguin Group), 2006  
 ISBN: 0-670-03457-6  
 496 Pages



It has been a customary perception that peace-loving people triumph more in life. Few realize that this is the very idea that acts as a barrier to realizing and identifying indispensable provisions to thrive in the challenges of day-to-day living.

Day after day, you will be faced with numerous conflicts that demand the need to engage in constant struggle or battle. Bestselling author Robert Greene shares 33 effective strategies of war to guide you through the realistic battlefield called life.

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## ■ 45 Things You Do That Drive Your Boss Crazy

**\*And How to Avoid Them**  
 By Anita Bruzzese  
 Perigee Books, 2007  
 ISBN: 978-0-399-53317-4  
 256 pages



Career columnist Anita Bruzzese has covered the workplace from all its angles. She's been both an employer and an employee, and as a business journalist, has interviewed hundreds of top managers and workplace experts. In the course of her career she's come to understand that many employees and their bosses are simply not on the same page – as she puts it, many aren't even in the same *book* to begin with.

This of course leads to nothing but trouble between both bosses and employees – and is nothing but career suicide for those who can't play by the rules.

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## ■ 48 Laws of Power, The

By Robert Greene  
 Penguin Books 2000  
 Hardcover Edition ISBN 0-670-88146-5  
 Paperback Edition ISBN 0 14 02.8019 7  
 452 pages



A comprehensive, well-researched synthesis of timeless philosophies -from Machiavelli to Sun Tzu, as applied in real-life situations by powerful figures in history such as Queen Elizabeth I and Henry Kissinger. Absorbing and entertaining, this book lends business people a wealth of ideas on the subtle art of playing the power game, exercising clever cunning, and understanding human weaknesses. Whether it is in the boardroom, at a power lunch, or a cocktail party — these laws will make you master of the game and give you the edge over your rivals.

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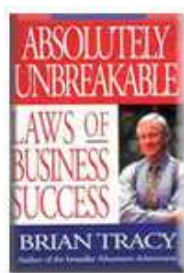
## ■ 51 Fatal Business Errors, The

**And How to Avoid Them**  
 By Jim Muehlhausen, CPA, JD  
 Maxum Communications, Inc., 2003-2008  
 ISBN 1-4276-1099-1  
 392 pages



*The 51 Fatal Business Errors* focuses on lessons learned by business owners and CEOs from their successes and failures, and is intended as a practical guide to shape one's own business. It offers incisive, readily applicable real-life experience gleaned from what the author, Jim Muehlhausen, calls 'the world's most expensive business school': The School of Hard Knocks. To this end, the book determines the 51 most crucial errors a company can face and discusses how to overcome them.

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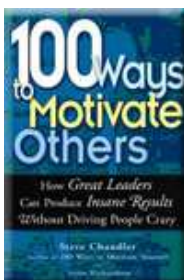
## ■ 100 Absolutely Unbreakable Laws of Business Success, The

By Brian Tracy  
Berrett-Koehler Publishing, June 2000  
ISBN 1576751074  
300 Pages



Human potential expert Brian Tracy has applied many laws of effective self development to the field of business and created a fascinating and easily understandable guide that can enhance both your personal and professional life. He explains each of the 100 laws in theoretical detail and then applies them to various aspects of business, career enhancement, creativity and financial reward. These laws are from Tracy's speaking and consulting experience throughout the world.

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## ■ 100 Ways To Motivate Others

**How Great Leaders Can Produce Insane Results without Driving People Crazy**

Steve Chandler and Scott Richardson  
Career Press, 2004  
ISBN 1564147711  
224 Pages



Bestselling author Steve Chandler and lawyer Scott Richardson show readers how to get the best results from their people. They show how leaders must motivate from the top down in order to be effective.

"100 Ways to Motivate Others" is the result of many years of experience in successful leadership coaching and training. The book shares with readers practical methods that can inspire and encourage others.

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## ■ 101 Survival Tips for Your Business

**Practical Tips to Help Your Business Survive and Prosper**

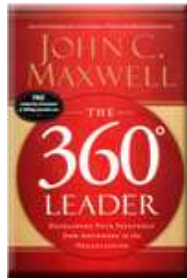
By Andrew Griffiths  
Jaico Publishing House, 2005  
ISBN 81-7992-432-7  
234 pages



Running a business is difficult and demanding at the best of times and for all sorts of reasons. Entrepreneurs and managers alike need to learn how to juggle competing and conflicting demands on their time and resources and to learn how to build better relationships with suppliers, staff and customers, as well as overcome the financial, legal, marketing and personal issues that impact their businesses significantly.

One of the best tricks to surviving and prospering is avoiding the common hazards that all business operators face along the way. You must learn how you can successfully navigate through these hazards in order to help your business reach its full potential.

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### ■ 360° Leader, The

**Developing Your Influence From Anywhere in the Organization**

By John Maxwell

Thomas Nelson, 2005

ISBN-10: 0785260927

ISBN-13: 978-0785260929

336 pages



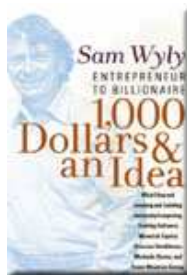
What's the number one question leadership expert John C. Maxwell is asked while conducting his leadership conferences? It's "How can I implement what you teach when I'm not the top leader?"

People who desire to lead from the middle of organizations face unique challenges. And they are often held back by myths that prevent them from developing their influence.

Is it possible to lead well when you're not the top dog? How about if the person you work for is a bad leader? The answer is a resounding yes!

Welcome to *The 360° Leader*.

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### ■ 1,000 Dollars & an Idea

**Sam Wyly: Entrepreneur to Billionaire**

By Sam Wyly

Newmarket Press, 2008

ISBN: 978-1-55704-803-5

259 pages



"My work is to create companies and build them," writes Sam Wyly in this candid and engrossing account of the process, relationships, struggles, and strategies in technology, energy, retail, and investments over the last forty-five years that have made him one of the 1,000 wealthiest people in the world.

From the hardships his parents faced trying to hold on to the family cotton farm during the Depression to the coaching he received on the high school football field, this self-made billionaire describes how his early years in Louisiana prepared him for what lay ahead. His sales experience with IBM and Honeywell in Dallas in the early 1960s gave him the idea to start the first "computer utility." Risking \$1,000 of his savings, he founded University Computing in 1963 and took it public two years later, becoming a millionaire at the age of thirty.

Later business successes included taking on the mammoth AT&T monopoly, expanding the small chains of Michaels Stores and Bonanza Steakhouses to over a thousand locations nationwide, co-founding the Maverick Capital and Ranger Capital hedge funds, and founding Green Mountain Energy, the largest provider of cleaner energy in America today.

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