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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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■ **A Little Book of Listening Skills for the Workplace**

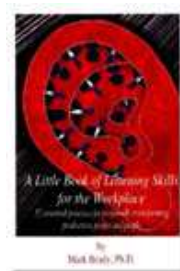
52 essential practices for profoundly transforming production, profits and people

By Mark Brady, Ph.D.

Piadeia Press, 2006

ISBN 0-9768898-8-9

103 pages



Listening, being one of the most important things in business, helps create good relations with people. It is a creative act that improves as it is practiced. By effectively listening we open opportunities to explore our wants, how we feel, and what we think. It also gives understanding of who we've been, who we are, and who we will be as individuals and even as organizations.

Being a skilled listener opens our minds; this is why the business community needs good listeners with open hearts and clear minds. Good and accomplished listeners can create strong companies by knowing what transformational questions to ask themselves and to ask others. There are 52 listening skills that may help in becoming a better listener.

[Click here to view the book summary >>](#)

■ **Accelerated Learning for the 21st Century**

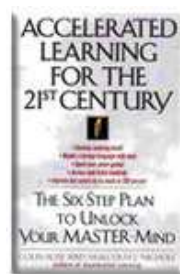
The Six-Step Plan To Unlock Your Master-Mind

By Colin Rose and Brian Tracy

Dell Pub Co; March 1998

ISBN: 0440507790

403 Pages



This package is a combination of six cassette tapes along with a workbook and other handouts. Colin Rose is a British expert on accelerated learning techniques and Brian Tracy is a well-known U.S. peak performance coach. According to Rose and Tracy, intelligence is not fixed, it is like a muscle that can be developed, and learning how to learn is the key. The authors cite several examples where corporations have successfully used these techniques to improve their employees learning capacity. For example, one major telephone company cut their training in half with some of the accelerated learning techniques described in this package.

[Click here to view the book summary >>](#)

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

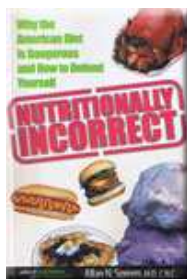
There is a better way if you feel you don't have all the authority, money, or clout you need to effect real, positive change. Applied consciously, it creates a powerful, irresistible message that promotes growth in personal lives, relationships and businesses.

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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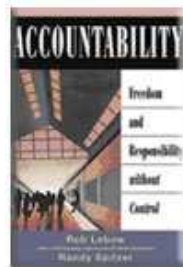
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Accountability

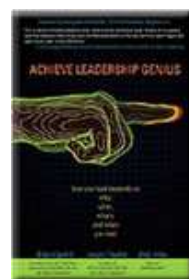
By Rob Lebow and Randy Spitzer
Berret-Koehler Publishers, Inc. September 2002
ISBN 1-57675-183-X
258 pages



Accountability is one of the best written management books that advocate freedom and responsibility without control in managing business organizations that achieves sustainable results in sales growth and overall bottom line performance for many industries.

This advocacy professes the belief in granting individuals in a business organization the right and the freedom to make choices that allows people to be personally responsible in their jobs when they are allowed to design and own their jobs, and to create their systems. And for leaders to have faith in their people by believing that everyone wants to be great and that they be trusted to do great things.

[Click here to view the book summary >>](#)



Achieve Leadership Genius

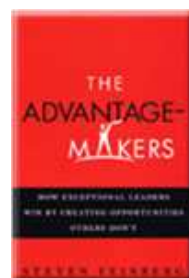
How you lead depends on who, what, where, and when you lead
By Drea Zigarmi, Susan Fowler and Dick Lyles
FT Press, 2007
ISBN: 0 13 235376 8
274 pages



This book helps you better understand the meaning of leadership. It opens your eyes that leadership skills can be developed. All you need is make conscious efforts into becoming a leader both to yourself and to the people you lead. Also, you need to know the five practices discussed in this book on how to become an effective leader. There are cases given that can enlighten you more on the importance of the development of your skills, abilities, energies and personalities in becoming an effective leader.

This book also aids in understanding yourself and your subordinates. It reinforces that your personality plays a vital role on how you are as a leader. To become a good leader, you must first start with yourself.

[Click here to view the book summary >>](#)



Advantage-Makers, The

How Exceptional Leaders Win By Creating Opportunities Others Don't
By Steven Feinberg
Financial Times Press
ISBN: 0-13-234778-4
277 pages



Some leaders are more capable than others. They consistently see possibilities that others miss. They learn more, but more than that, they learn *faster* – and transform their insights into breakaway strategies that lead to success. They collaborate more effectively and influence more powerfully, handle adversity far better, and are dramatically more successful at execution.

They, in short, are Advantage-Makers.

These skills aren't innate; they can be both taught and learned. And leaders who have managed to learn these skills have gone on to transform their organizations.

[Click here to view the book summary >>](#)

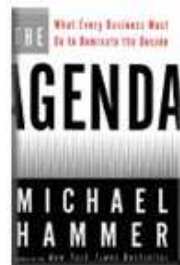
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[Here's my Facebook page's link:](#)



What's in it for you? My contacts now become your contacts. If you're selling something, looking for a job, looking for investors, or simply looking for more business contacts, then you can take advantage of my contacts.

If Facebook's not for you, I also have other social networking sites:



■ Agenda, The

What Every Business Must Do to Dominate the Decade

By Michael Hammer

Crown Business NY, Random House, 2001

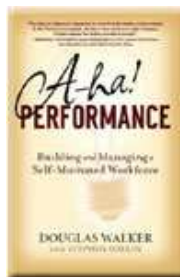
ISBN 0-609-60966-1

269 pages



The best-selling author of "Reengineering the Corporation" gives us nine powerful and practical concepts for today's competitive and turbulent business arena. Make life easy for your customers. Be a process fanatic. Measure like you mean it. Walk your talk when it comes to teamwork. Link companies through the Internet. Redesign your operations in tandem with suppliers and customers. Learn more about these winning ideas offered by one of America's most influential business thinkers.

[Click here to view the book summary >>](#)



■ A-ha! Performance

Building And Managing A Self-Motivated Workforce

By Douglas Walker (with Stephen Sorkin)

John Wiley and Sons, Inc; New Jersey, 2007

ISBN 978-0-470-11634-0

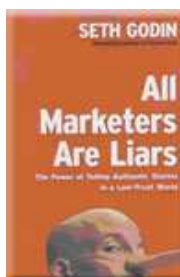
278 pages



Let's face it: what every manager, parent, teacher, spouse, advertiser, customer, coach, politician, business person wants is to get others – meaning our employees, colleagues, bosses, children, spouses, clients, audiences, etc - to do what we want them to do. But getting other people to do the right thing, at the right time, with the right attitude, is not easy. In fact, managing people and their behavior can be the most difficult job in the world.

"A-ha! Performance" by Douglas Walker offers remarkable insight and advice on how we can motivate other people to deliver better performance and better results. Written with Stephen Sorkin, the book teaches motivation management – how to build, manage and lead a self-motivated workforce. Outcome? Greater and faster success in managing the performance of others. Bonus? An improved workplace environment, and improved personal relationships as well. It works.

[Click here to view the book summary >>](#)



■ All Marketers Are Liars

The Power of Telling Authentic Stories in a Low-Trust World

Seth Godin

Portfolio, 2005

ISBN 1-59184-100-3

208 Pages



What sells a product these days? Is it price point? Is it the buyer's need? Are product features and benefits the deciding factors for customers to buy? Seth Godin says it is none of the above.

Consumers buy products when they fall for a marketer's story. A successful marketer has to be able to come up with stories that consumers want to believe. The stories should fit a consumer's worldview and encourage people to talk to others about it. When a marketer's story is authentic and remarkable, the product will sell.

[Click here to view the book summary >>](#)



■ Art of the Start, The

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki

Portfolio

2004

ISBN 1591840562

215 pages

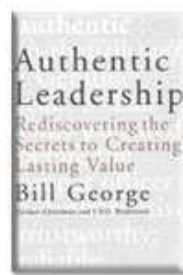


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You have the idea of a lifetime and yet you do not know where and how to begin. It is a dilemma shared by entrepreneurs everywhere - what does it take to turn a great idea into action?

Author Guy Kawasaki brings two decades of business experience to offer a definitive guide for anyone who dreams of starting anything. Whether you are thinking of starting a start-up Internet operation or a church group, The Art of the Start will provide you with everything you need to know from raising money to fostering a community.

[Click here to view the book summary >>](#)



■ Authentic Leadership

Rediscovering the Secrets to Creating Lasting Value

By Bill George

Former Chairman and CEO, Medtronic

Jossey-Bass, San Francisco, John Wiley & Sons Inc, 2003

ISBN 0-7879-6913-3

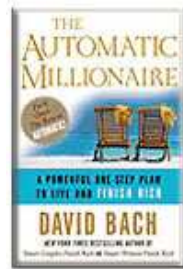
239 pages



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The author expounds on what he considers to be the cause of the current leadership crisis — a crisis that is apparent in the business world. Looking back on his thirty years of experience as a corporate executive, the author offers authentic leadership as a means for building people and companies capable of making a positive contribution to the world.

[Click here to view the book summary >>](#)



■ Automatic Millionaire

A Powerful One-step Plan to Live and Finish Rich

By David Bach

Broadway Books, December 2003

ISBN 0767914104

256 pages

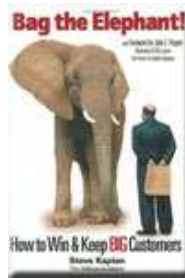


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What if someone told you that for ten dollars a day you can be a millionaire-- roughly the cost of a pack of cigarettes or the price of a Latte and a muffin? In addition to that, you neither need will power nor budget-- all you need is at least an hour to put everything in motion. To good to be true? The McIntyres, an "average" American couple, did it. David Bach outlines the philosophies on becoming The Automatic Millionaire: You don't have to make a lot of money to be rich.

You don't need discipline. You don't need to be "your own boss" By using The Latte Factor, you can build a fortune on a few dollars a day. The rich get rich because they pay themselves first. Homeowners get rich; renters get poor. Above all, you need an "automatic system" so you cant quit.

[Click here to view the book summary >>](#)



■ Bag The Elephant!

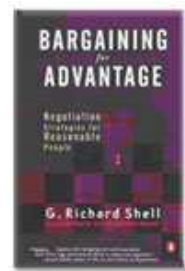
By Steve Kaplan
Bard Press, 2005
ISBN 0070718687
191 pages



Do you dream of landing that one big account that can dramatically increase your profits or your paycheck? Do you want to hang on to your big customers and enjoy massive repeat business?

Author and expert entrepreneur Steve Kaplan shares with you strategies that can help you successfully *Bag the Elephant*. Whether you are a business owner, a salesperson, or an executive, you will be able to use the tips and techniques to get you over the top!

[Click here to view the book summary >>](#)



■ Bargaining for Advantage

Negotiation Strategies for Reasonable People

By G. Richard Shell
Penguin Books, June 2000
ISBN 0 14 02.8191 6
286 pages



This book is a guide to better negotiation practice, not a substitute for it. It will show that while negotiation is not a rocket science, it is not simple intuition either. No matter who you are, your intuition will fail you in important bargaining situations. To improve, you need to shed your assumptions about the process and open yourself to new ideas. The approach to negotiation this book uses is called Information-Based Bargaining. This approach focuses on three main aspects of negotiation: solid planning and preparation before you start, careful listening so you can find out what the other side really wants, and attending to the “signals” the other party sends through his or her conduct once bargaining gets underway.

[Click here to view the book summary >>](#)



■ Baron Son, The

By Vicky Therese Davis, William R. Patterson and D. Marques Patton
Long & Silverman , 2005
ISBN 1595753575
189 pages



Three students travel across a vast desert to seek the wisdom and guidance of the most prosperous man in the world. Seeing the dedication in their eyes, the man known as the Baron shares with them core principles that are necessary for personal and business achievement.

Written by entrepreneurs and business consultants, “The Baron Son” is a story that will enlighten and inspire. As its subtitle suggests, this national bestseller is indeed a *vade mecum* a guidebook that must be kept constantly at hand.

[Click here to view the book summary >>](#)



■ Baseline Revolution, The

A 21st Century Approach to Management and Reporting

By Hans V.A. Johnsson and Per Erik Kihlstedt

ISBN 0-9729742-1-0

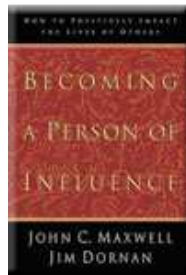
264 pages



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There is a serious need to rethink old methods of reporting, particularly accounting-based methods which are used for important decision-making processes of a company. Accounting-based reporting was developed for a former era with other priorities. To serve management and the economic community, it needs to be complemented with or gradually replaced by reporting and measurement systems that meet the needs and match the realities of today.

[Click here to view the book summary >>](#)



■ Becoming a Person of Influence

How to Positively Impact the Lives of Others

By John Maxwell and Jim Dornan

Publisher : Thomas Nelson

ISBN 0-7852-7100-7

214 pages



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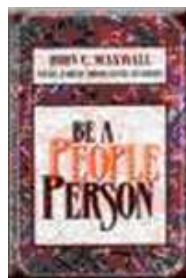
The power to positively change your life and the lives of others depends on the degree of your influence. For John Maxwell, leadership IS influence. Jim Dornan agrees. Without influence, success is impossible. Famous people like Madonna, John Grisham, Mother Teresa, Bill Clinton, Arnold Schwarzenegger, Pablo Picasso and even Adolf Hitler are excellent examples of people with influence.

However, one need not be famous or be in a high-profile position to be a person of influence. Each person, whether he intends it or not, is an influencer. Parents wield influence over their children. Spouses influence each other. Teachers affect the futures of their students. Pastors impact their flocks' lives. Friends and colleagues you interact with shape your opinions. You influence peers, superiors, and subordinates. As long as you relate with somebody, you are an influencer.

Becoming a person of influence is not an instantaneous process. It takes time, effort, and the practice of certain behaviors. The authors define influence using the following keywords:

Integrity
Nurture
Faith
Listen
Understand
Enlarge
Navigate
Connect
Empower
Reproduce

[Click here to view the book summary >>](#)



■ Be a People Person

Effective Leadership Through Effective Relationships

By John C. Maxwell

Magna Publishing Co., Ltd. 2002

ISBN 81 7809 128 3

156 pages



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Interpersonal relationships can make or break people. This is most true for leaders. Since leaders work with different kinds of people, developing the essential "people skills" will enable them to bring out the best in people.

Be a People Person is a book of help. Its life-enriching and life-changing ideas will be most helpful in your family, social, and business life. More importantly, the "people principles" shared by this book will help you gain a deeper understanding of yourself and of other people.

[Click here to view the book summary >>](#)



■ Be The Leader

Make The difference

By Paul Thornton

Griffin Publishing Group 2002

ISBN 1-58000-091-6

178 pages



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Based on Paul Thornton's Three C Leadership Model: Challenge, Confidence, and Coaching, this book guides potential business leaders on how to tap into their leadership roles and realize their visions. Challenge the status quo. Build confidence in others. Coach people on what to do and how to do it.

[Click here to view the book summary >>](#)



■ Beating The Street

By Peter Lynch

Fireside, 1994

ISBN 0671891634

332 pages



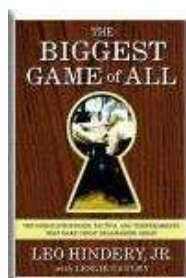
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Peter Lynch ran the Fidelity Magellan Fund for more 20 years, during which time Magellan was the number one ranked general equity fund in America. His books *One Up on Wall Street* and *Beating the Street* are filled with his accumulated wisdom and in *Beating the Street* he gives a fairly detailed account of how he did his analysis.

The first thing that will strike new investors as strange is that Lynch's methods are actually so simple that mostly an amateur could use them entirely unchanged and with the same results. Lynch does not use any gimmicky computer programs, either to pick stocks or optimize the portfolio for volatility. Each and every company invested in by Magellan was considered on its own individual merits, and the managers of Magellan generally did their very best to completely avoid investing in anything that consensus opinion from the average Wall Street analyst declared was a good thing.

Lynch sums up his points in *Beating the Street* with a number of humorous "Peter's Principles", which appear here. Do take the time to read *Beating the Street* in its entirety though, as he makes a number of very interesting points throughout.

[Click here to view the book summary >>](#)



■ Biggest Game of All, The

The Inside Strategies, Tactics and Temperaments That Make Great Dealmakers Great

By Leo Hindery, Jr. with Leslie Cauley

The Free Press, 2003

ISBN 0743229002

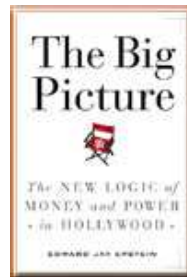
272 pages



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The aim of this book is to help readers understand and appreciate the larger impact of some of the most significant business deals of the past decade, particularly those made in the US media industry. It offers a valuable assortment of "deal-making" stories personally encountered by Leo Hindery, Jr., offering lessons that may be gleaned from his behind-the-scenes accounts of the risky but exciting world of deals and dealmakers.

[Click here to view the book summary >>](#)



■ Big Picture, The

The New Logic of Money and Power in Hollywood

By Edward Jay Epstein

Random House Publishing Group, 2005

ISBN: 1-4000-6353-1

252 Pages



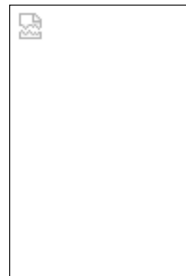
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The golden years of the American motion picture industry - from 1930 to the 1950s, was when the studio system held sway. All the money, prestige and power of the industry were derived from just one activity: selling tickets at the box office. Nowadays it is very different; the movie business is just a small component of an immense synergistic moneymaking industry. The media universe's reach extends from the silver screen to home television, recorded media and the Internet, and even to such arenas as theme parks. Unlike in the old system, film studios nowadays make enormous profits from this vast assortment of disparate, albeit related, industries, such as video-game spin-offs and soundtracks. Ticket sales count for a tiny slice of the pie, if at all.

Regardless of how profit-oriented it may be, Hollywood, however, is of course not just about making money. While profit is undoubtedly the driving force behind the movie industry, its social and political milieu - the behind-the-scene dynamics that make Hollywood tick, and which are defined by their major players' search for power and prestige - can neither be ignored nor neglected if one wants to arrive at a true understanding of Hollywood.

This book, then, is an attempt to make sense of Hollywood - to provide a 'big picture' understanding of it, so to speak - making use of the perspective explained above.

[Click here to view the book summary >>](#)



■ Book Yourself Solid

The fastest, easiest, and most reliable system for getting more clients than you can handle even if you hate marketing and selling

By Michael Port

John Wiley & Sons, Inc. 2006

ISBN: 0471783935

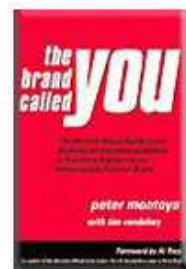
246 pages



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If you've always hated marketing and selling your products and services, then you're in for a big surprise. In this book, Michael Port, author, business coach extraordinaire and the creator of Think Big Revolution, shares with you a turnkey system of getting new clients based on the Law of Reciprocity. The book is filled with invaluable tips and techniques as well as exercises that will help you identify key areas for growth. Learn why people buy your services, how to develop your personal brand, how to best market your services and so much more.

[Click here to view the book summary >>](#)



■ Brand Called You, The

The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand

By Peter Montoya with Tim Vandehey

Personal Branding Press, 2001

ISBN: 0-9674506-5-9

280 pages

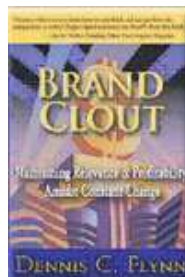
www.petermontoya.com



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What does it mean to consider yourself a brand? When Ralph Lifshitz wanted to become a famous fashion designer, he didn't start by working 24 hours a day designing clothes. The first thing he did was to change his name to Ralph Lauren. Branding seeks to create a better perception. Not a better product. So your role is to make the changes necessary to create a better perception. The principles for creating a "Personal Brand" are spelled out in great detail in "The Brand Called You." In this book, you will understand, too, that it's not enough "to understand the principles." What you will need further is the flexibility of mind to actually adopt and use these principles.

[Click here to view the book summary >>](#)



■ Brand Clout

Maintaining Relevance & Profitability Amidst Constant Change

By Dennis C. Flynn
Cameo Publications 2005
ISBN 0974414956
144 pages



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In the fast paced world of 21st century economics, even change has changed. The only way to keep afloat these days is to truly abide by the old Darwinian adage, adapt or die.

David C. Flynn shows how one organization can continually morph and still be the most recognizable household name by building up brand in this time of chaos.

[Click here to view the book summary >>](#)



■ Brand Storm

A Tale Of Passion, Betrayal, And Revenge

By Will Murray
Prentice Hall Pearson Education Limited 2000
ISBN 0 273 65095 5
233 pages



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The Internet is just the beginning of the Information Age, the gateway to the new Human economy. Brand Storm explores the future of business in a very meaningful, hopeful, creative, and visual way. This is a business book that reads like a life plan. Divided into three main parts: Ideas, Actions, and Dreams, Brand Storm aims to inspire, to reach out and touch our emotions as well as our reason. Brands, dreams, and values should be integrated into your life so you live and breathe customers. People should be at the heart of every thing you do. Boring old companies that do not recognize the power of their customers are dinosaurs and will meet their inevitable extinction. The communication and technology we have today democratize the economy into "one vote, one voice" per consumer. These are just the baby steps toward a future where the brand becomes very personal. Any betrayal of a customer's trust means she will have her revenge. Heed the Brand Storm message and be warned.

[Click here to view the book summary >>](#)



■ Brand to the Bone

Growing Small Business Into Big Brands

By Jack Sims
Palm Breeze, Miami, Florida, 2002
ISBN 0.9725658-0-9
160 pages



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A successful marketing consultant and branding specialist shares his expertise and experience on ways to develop and grow a small business into a big brand. This is a "must" read book for those who want their products or services to become the brand

leader in their category. The author gives easy-to-do pointers that serve as keys to improving the company's bottom line, thus creating brand equity and incremental shareholder value in the long term.

Embracing the philosophy that customer is the heart of any business, the author talks about building relationship and partnership with customers for a lifetime by applying his own version of CRM (Customers Really Matter), and in the process, experience tremendous and lasting growth.

[Click here to view the book summary >>](#)



■ Build A Great Team!

Choose the right people for the right roles

By Ros Jay

Pearson Education Ltd. 2000

ISBN 0 273 64482 3

150 pages



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The job of managing a team - from hiring, selecting, training, building, and keeping enthusiasm up constantly – finally becomes a bit easier with these helpful guidelines. This book covers everything from basic motivating, to how to handle people during a crisis. Straightforwardness, a firm resolve, and a huge dose of diplomacy are just some of the things a manager needs to lead and keep the team working like a well-oiled machine. Even the most difficult situation –like sacking a team member is played out here, so you know exactly what you're supposed to do. This is a real team how-to manual that is a quick and easy read!

[Click here to view the book summary >>](#)



■ Building a High Morale Workplace

Anne Bruce

McGraw-Hill, 2002

ISBN 0071406182

159 page



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As a manager, it is your job to ensure that your employees consistently display high enthusiasm, energy and morale. After all, employees with high morale perform better than their counterparts who force themselves to go to work every morning merely because they have bills to pay.

To build a high-morale workplace, you need to be able to create a fun work environment that can inspire your employees. Author and keynote speaker Anne Bruce shows you the easy way how. You will learn how to build quality relationships with your workers, how to give and get valuable feedback, and how to help employees regain lost morale. If you are a manager who continuously seeks ways to improve your company's bottom line, this is the book for you.

[Click here to view the book summary >>](#)



■ Building Brandwidth

Closing the Sale Online

By Sergio Zyman and Scott Miller

HarperBusiness, HarperCollins Publishers (USA) Inc., 2000

ISBN 0-06-662060-0

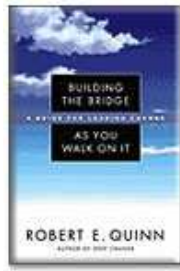
255 pages



pdf mp3 ppt pda html

The authors assert that marketing is marketing — that marketing online takes as much discipline and work as it does offline.

[Click here to view the book summary >>](#)



■ Building The Bridge As You Walk On It

A Guide for Leading Change

By Robert E. Quinn
 Jossey-Bass Inc., 2004
 ISBN 078797112X
 256 pages



Robert E. Quinn's first book, *Deep Change: Discovering the Leader Within*, expounded on the idea that changes in leadership styles and effectiveness required changes first and foremost within the leader's self. In the years that followed, reader feedback provided Quinn with a new model of leadership, one that reflected leadership as a state of being rather than just a pattern of behavioral modifications.

Thus emerged *Building the Bridge as You Walk on It: A Guide for Leading Change*. Ensclosed in these pages of literature are valuable insights that detail the fundamental state of leadership, how you can achieve it and how to lead others towards it. Enriched with anecdotes from personal experiences of people who have experienced deep change, this book illustrates how deep change and entering the fundamental state of leadership improves relationships not only at the workplace but also at home and with one's self.

[Click here to view the book summary >>](#)



■ Built To Last

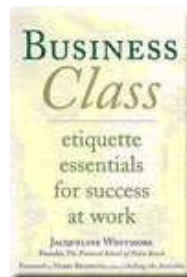
Successful Habits of Visionary Companies

By Jim Collins, Jerry I. Porras
 Harper Collins Publications, 2002
 ISBN 0060516402
 332 pages



Built to Last is about enduringly, great organizations known as visionary companies that have prospered over long periods of time through multiple product life cycles and several generations of leadership. The authors present the results of six years of intensive, qualitative research on what makes winning companies exceptional and different including their practices and habits. The seven timeless principles of visionary companies include: Be clock-builders, not time-tellers; embrace the "and", reject the "or"; more than profits; walk the talk; preserve the core ideology while stimulating progress; never-ending process; and build the vision.

[Click here to view the book summary >>](#)



■ Business Class

Etiquette Essentials for Success at Work

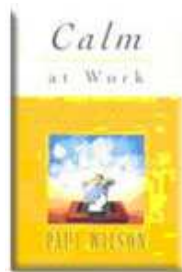
By Jacqueline Whitmore
 St. Martin's Press 2005
 ISBN 0312338090
 158 pages



To succeed in today's global economy; you can no longer rely on your business talent, education and years of experience alone. Nowadays, you must be able to have the ability to put other people at ease and to get along well with different kinds of people. In other words, you must be well-versed in the school of business etiquette.

International etiquette expert Jacqueline Whitmore offers a set of guidelines for treating business colleagues and customers that can change your career for the better. Learn how to build solid business relationships and avoid committing etiquette mishaps that can lead to awkward situations.

[Click here to view the book summary >>](#)



■ Calm At Work

Breeze Through Your Day Feeling Calm, Relaxed And In Control

By Paul Wilson

Penguin Books, 1999 ISBN: 0452280427

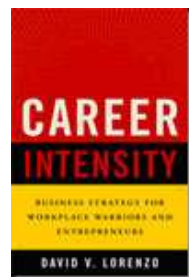
334 Pages



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Work can often be one of the most stressful situations in our lives. We have to work with people that we don't necessarily have anything in common with and perform boring and repetitive tasks. In the United States and other parts of the world, you are supposed to look busy at all times. This can add to the stress since you feel like you are being watched constantly. Calm at Work offers over 100 practical exercises and techniques to help you remain calm at work. Here are the main ideas offered in both Calm at Work, along with Wilson's condensed Little Book of Calm at Work.

[Click here to view the book summary >>](#)



■ Career Intensity

How Anyone, Anywhere, Can Make a Positive Difference

David V. Lorenzo

Ogman Press, Inc; 2006

ISBN 1-933683-00-7

213 pages

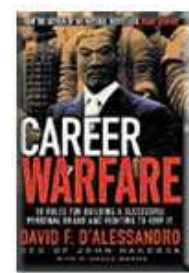


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Are you one of those people who always get a creeping feeling of dread on Sunday evenings because they know they have to get up and go to work again the next day? If you are, then chances are you have strayed far from your career potential and not really doing what you were meant to do.

But a financially, emotionally and mentally rewarding career is not impossible. Successful entrepreneurs and business executives all have something in common – career intensity. And “Career Intensity” by David V. Lorenzo shows you how you can acquire this drive, passion and business strategy to achieve success in your chosen field.

[Click here to view the book summary >>](#)



■ Career Warfare

10 Rules for Building a Successful Personal Brand and Fighting to Keep It

By David F. D'Alessandro

The McGraw-Hill, 2003

ISBN 0071417583

216 pages

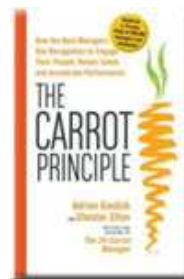


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In the ever changing world of business and enterprise, are you getting what you want, achieving your goals? Do you stand out among your competitors and colleagues? Do you want career advancement, better compensation and salary?

Whether you are a senior executive or an entrepreneur or an employee, this book will show you the best way to succeed, accomplish your personal and career goals, outshine your competition and differentiate yourself from the pack. David F. D'Alessandro shows you how to stand out from the crowd by developing your own “personal brand”; and provides valuable lessons in the etiquette of reputation building.

[Click here to view the book summary >>](#)



■ Carrot Principle, The

How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance

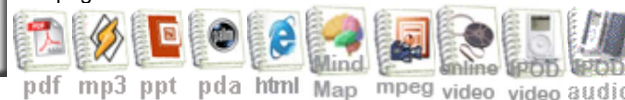
By Adrian Gostick and Chester Elton

Free Press, 2007

ISBN-13: 978-0-7432-9009-8

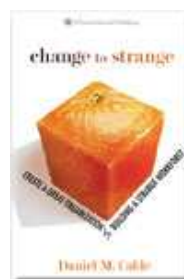
ISBN-10: 0-7432-9009-7

211 pages



The Carrot Principle unveils the groundbreaking results of one of the most in-depth management studies ever undertaken. This study, involving 200,000 people over a ten-year monitoring period, shows that the central characteristic of the most successful managers is that they provide their employees with frequent and effective recognition. Dramatically greater business results were obtained when managers offered constructive praise and meaningful rewards in ways that motivated employees to excel.

[Click here to view the book summary >>](#)



■ Change to Strange

Create a Great Organization by Building a Strange Workforce

By Daniel M. Cable

Wharton School Publishing, 2007

ISBN: 0-13-157222-9

184 pages

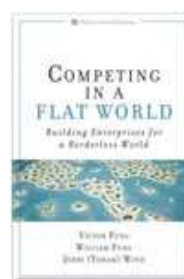


In today's tough times, and in the face of ever fiercer competition from all sides, you need to create a competitive advantage and sustain it. To do so, you must create and deliver something that's valuable, rare and hard to imitate – and a run-of-the-mill workforce can't do that for you.

When it comes to winning customers and beating down competitors, the last thing you want to do is fit in. Your workforce needs to be strikingly different and obsessively focused on delivering your unique value proposition. Success will not come from being like your competition.

Ergo, you, your people and your organization need to be downright *strange*!

[Click here to view the book summary >>](#)



■ Competing in a Flat World

Building Enterprises for a Borderless World

By Victor K. Fung, William K. Fung, Yoram (Jerry) Wind

Wharton School Publishing, 2007

ISBN-13: 978-0-13-233290-3

ISBN-10: 0-13-233290-6

240 pages



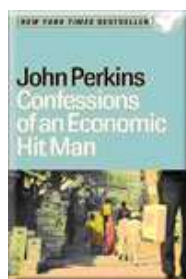
Competing in a Flat World isn't a theoretical exploration of what a business should be, it is a practical explanation of how a business has become at the top of its game. Based on the extraordinary experience of Li and Fung—the world's largest sourcing company and today's pre-eminent example of a "flat world" business—top Wharton professor, consultant, and author, Jerry Wind with Li and Fung executives Victor and William Fung show how to redesign your business to succeed in this radically new era.

This book reveals business secrets that helped Li and Fung grow to \$7B in annual revenue with just 7,000 employees, and earned this century-old enterprise a spot on the "Wired 40" right alongside Google. Core to the book's benefits is its description and roadmap for the most important organizational skill flat enterprise leaders and companies will need: the ability to orchestrate a loosely-linked network of organizations operating fluidly at the edge of chaos.

You will discover how to:

- Balance centralized control with local empowerment; specialization with integration; stability with renewal; firm-centric and network-centric views of your business
- Learn to compete "network vs. network," create "big-small" companies that combine scale and agility; and sell direct to the source by bridging marketing with operations
- Learn how to respond to flat enterprise's core challenges, including supply chain disruption, nation-state politics, and other "bumps" in this not-quite-100% flat world—from

politics to terrorism

[Click here to view the book summary >>](#)

■ Confessions of an Economic Hit Man

By John Perkins
 Berrett-Koehler Publishers, Inc, 2004
 ISBN: 1-57675-301-8
 252 Pages



In this book, Perkins paints a clear picture of how the US carved a path to become one of the most powerful countries in the world through padded economic forecasts for the less developed countries, and the manipulation of their corrupt leaders. Hired as an economist for one of these engineering companies aligned with this plan, his role was to create forecasts designed to convince developing third-world countries to take out billion-dollar loans from the World Bank to build infrastructures that would bury these countries in debt for years to come. Unable to pay back these loans within a given period of time, these countries would be left in debt not just in monetary terms. In misplaced gratitude, they will be forced to return these "favors" with other favors that would benefit the US: military bases, UN votes, or access to oil and other resources. Confessions of an Economic Hit Man exposes the life of these modern day conquistadors and how they blaze their way into expanding the US "empire" through exploitation of third world countries.

[Click here to view the book summary >>](#)

■ Contrarian Investment Strategies

Beat The Market By Going Against The Crowd
 By David N. Dreman
 Simon & Schuster, June 1998
 ISBN 0684813505
 464 pages



David Dreman is the chairman of Dreman Value Advisors, and his Kemper-Dreman High Return Fund is one of the all time highest returning funds in America since its debut in 1988. His strategy is based on an understanding of investor psychology, in particular using the insight that the market overprices popular issues and oversells unpopular ones, in short he is a contrarian investor. His book Contrarian investment Strategies: The Next Generation is another very well written book with specific strategies and reams of data to back it all up. If you liked "What Works on Wall Street" and "A Random Walk Down Wall Street" then this is another book with a very similar angle of attack. It is a fairly big book, running over 400 pages, rivaling Malkiel's great tome.

[Click here to view the book summary >>](#)

■ Corporate Blogging Book, The

Absolutely Everything You Need to Know to Get It Right
 By Debbie Weil
 Penguin Group (USA), August 2006
 ISBN-13: 9781591841258
 240 pages

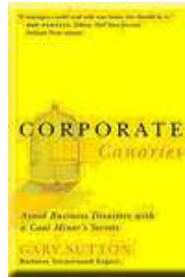


Imagine a focus group, a viral marketing campaign, and your own news station all rolled into one. Now combine that with a low-cost, easy-to-use, always-on Web site. That's what effective corporate blogging is all about.

Business blogging used to be ideal for free agents and entrepreneurs who needed a cheap way to get their message out. But now, even the big guys are tapping its amazing powers too.

The world is entering a new age of corporate communications, and blogs are a very effective and budget-friendly way of communicating with customers, employees, the media, and other key constituencies.

[Click here to view the book summary >>](#)



■ Corporate Canaries

Avoid Business Disasters with a Coalminer's Secrets

Nelson Business 2005

ISBN 078521299X

121 pages



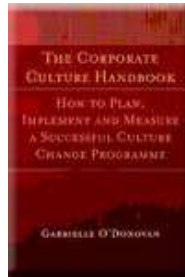
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Long ago, coal miners would put caged canaries in their tunnels. If the little birds fell silent or dropped, this would alert the miners of the presence of poison gas. This way, many miners were able to escape unhurt.

The business environment you live in is very much like those treacherous mines. Hundreds of employees are laid off everyday and more and more companies are filing for bankruptcy. As a manager, you must learn how to detect threats to your business before disaster strikes.

Corporate canaries are exactly like those real-life birds that saved hundreds of miners from certain death. "Canary" warnings will tell you whenever your business is threatened, enabling you to stop the bleeding even before it starts.

[Click here to view the book summary >>](#)



■ Corporate Culture Handbook, The

How to Plan, Implement and Measure a Successful Culture Change Programme

By Gabrielle O'Donovan

The Liffey Press; Dublin, 2006

ISBN 1-904148-97-2

376 pages

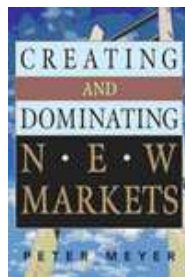


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In recent years, managing a company or business has come to mean managing its corporate culture. This is because more and more research is proving the huge impact corporate culture has on organizational performance and credibility. Fostering a healthy corporate culture, just as much as sales and profits, determines a company's success. A toxic culture can damage a company's productivity, credibility and integrity, and lead to its failure.

"The Corporate Culture Handbook" by Gabrielle O'Donovan provides a concrete model and programme for business leaders and managers on how to change and manage the corporate culture of their organizations. The book is based on O'Donovan's experiences in change management, including the award-winning change programme she implemented as part of HSBC in Hongkong.

[Click here to view the book summary >>](#)



■ Creating and Dominating New Markets

By Peter Meyer

AMACOM, 2002

ISBN 0-8144-0678-5

241 pages



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Each year, hundreds of new businesses are launched. Unfortunately, for every hundred started, less than half will survive the crucial four years of operations. The question is now asked: what does it take to create a sustainable business?

According to author Peter Meyer, a business that creates and dominates new markets is more likely to survive. After all, new markets give the owners the comfortable position of having none or little competition. In this very readable and enlightening book, the author provides you with a guide on how to start and manage a new market. You will be given

sound strategies and techniques for vaulting ahead of the competition and building a profitable business.

[Click here to view the book summary >>](#)



■ Creative Marketing Communications

Top Creative Minds Reveal the Secrets of Powerful Marketing Communication Campaigns

By CEO Speak

Vision Books Pvt. Ltd., 2005

ISBN : 81 7094 626 3

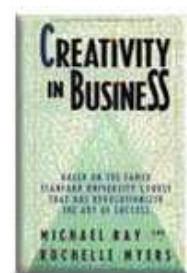
160 pages



It's an exciting time for business people. There have never been so many opportunities in the world of business as there are today. We can all achieve more than ever before and in a much shorter timeframe than we previously could have imagined.

"Creative Marketing Communications" by John McGrath shows you how you can take advantage of these opportunities by creating the business of your dreams. This book offers major strategies and practical, easy-to-do tips on how to turn your current business – into a world-class success.

[Click here to view the book summary >>](#)



■ Creativity In Business

Based On The Famed Stanford University Course That Revolutionized The Art Of Success

By Michael Ray and Rochelle Myers

Doubleday New York, 1989

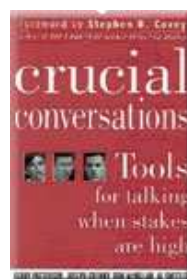
ISBN 0-385-24851-2



"Live your life like a work of art".

Business is actually a very creative form of art. It integrates creativity and imagination (business plans and ideas) people skills, organizational skills, and requires a focus and drive that many artists possess. This book guides you to reach down to your core Essence - your inner creative resource that can fuel your personal and professional life.

[Click here to view the book summary >>](#)



■ Crucial Conversations

Tools for Talking When Stakes Are High

By Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler

McGraw-Hill, 2002

ISBN: 0-07-140194-6

240 Pages

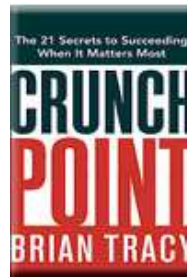


The term 'crucial conversation' evokes images of great statesmen or men of consequence meeting and discussing issues that will shape the world. That sort of interaction is not the kind the authors of this book have in mind; they are concerned with the sort of interactions that happen to everyone.

Crucial conversations are defined as discussions between two people where stakes are high, opinions vary and emotions run strong. These are day-to-day occurrences that affect everyone's lives – in many cases, these are pivotal conversations whose results may be extremely significant. An element of one's daily routine could be forever altered, for better or for worse. Plus by dealing with even one conversation in a particular way, you determine a pattern of behavior that shows up in all subsequent conversations.

This book, then, is the authors' stab at teaching others how to handle – and even master – crucial conversations, and by doing so change their lives.

[Click here to view the book summary >>](#)



■ Crunch Point

The 21 Secrets to Succeeding When It Matters Most

By Brian Tracy
AMACOM, 2006
ISBN: 0814473717
117 Pages



pdf mp3 ppt pda html

In this book, success expert Brian Tracy presents 21 practical and proven techniques for overcoming setbacks inherent in our lives and jobs. These give you the motivation, techniques and confidence to solve problems quickly, decisively and effectively.

[Click here to view the book summary >>](#)



■ Co-opetition

1. A revolutionary mindset that combines competition and cooperation
2. The Game Theory Strategy that's changing the game of business

By Adam Brandenburger and Barry Nalebuff
Doubleday, 1997
ISBN 0385479506



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Co-opetition combines the advantages of both competition and cooperation into a new and dynamic framework to generate more profit and turn things in your favor by changing the business environment that directly affects your company.

[Click here to view the book summary >>](#)



■ Customer Revolution, The

"How To Thrive When Customers Are In Control"

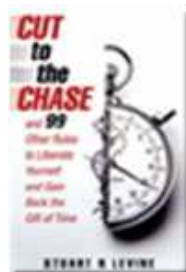
By Patricia B. Seybold
With Ronni T. Marshak & Jeffrey M. Lewis
Crown Business, New York / Random House, Inc, 2001
ISBN: 0609607723
359 pages



pdf mp3 ppt pda html

BUSINESSES NEED TO BE MORE CUSTOMER-CENTRIC THAN PRODUCT-CENTRIC IN ORDER TO THRIVE IN THE NEW ECONOMY.

[Click here to view the book summary >>](#)



■ Cut to the Chase

And 99 Other Rules to Liberate Yourself and Gain Back the Gift of Time

By Stuart R. Levine
Currency, 2006
ISBN-13: 978-0385516204
224 pages



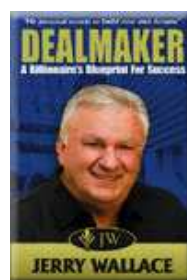
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Business guru and author Stuart Levine simplifies the rules to time and resource management in ninety-nine or so lessons that aim to maximize time, productivity and efficiency. With most of us having a million things to do while anticipating another million things that will surely come, *Cut to the Chase* looks at the numerous strategies to help the busy bee prioritize tasks to get more done, to work out what really matters and strike a balance between the professional and personal life.

At the very core of Levine's management principles is a close examination of one's communication skills, and how clear and intelligent means of clarifying and expressing what you want can lead to surprising results. Managers who are able to "cut to the chase" and express their ideas up front

are able to enjoy more time and energy doing the things that matter.

[Click here to view the book summary >>](#)



■ Dealmaker

A Billionaire's Blueprint for Success

Jerry L. Wallace

Cameo Publications, LLC 2006

ISBN 10: 0-9774659-1-8, 13: 978-0-9774659-1-08

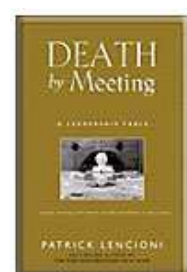
158 pages



“All you have to do is step up to the plate.”

This quote from Jerry Wallace pretty much sums up how he became the premiere Real Estate dealmaker out there. By stepping up to the plate, and taking risks, he was able to turn his humble beginnings into a billion dollar Real Estate Company. In this book, he presents us with his blueprints for achieving success in the fascinating field of real estate. After all, as he clearly points out, Real Estate is the best choice for investment there is.

[Click here to view the book summary >>](#)



■ Death By Meeting

A Leadership Fable...about solving the most painful problem in business

By Patrick Lencioni

Wiley, John & Sons, Incorporated, 2004

ISBN 0787968056

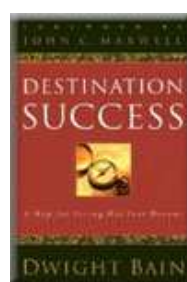
260 pages



Not to be dismissed as mere drudgery, Patrick Lencioni reveals that the conduct and way meetings are managed; actually mirror the organization's leadership and management skills and competencies, its culture and true state including where it is likely headed. Executive meetings provide visible snapshots of organizations flawed by mediocrity, disenchantment, complacency or if companies are fired up by passion, creativity, and excellence.

Related to this, Lencioni shares a meeting model grounded in drama, positive conflict and context as a means to improve meeting structure, participation, productivity and output. The result is engaging and dynamic interactions that lead to positive business performance.

[Click here to view the book summary >>](#)



■ Destination Success

A Map For Living Out Your Dreams

By Dwight Bain

Revell; 2003

ISBN : 971-789-098-0

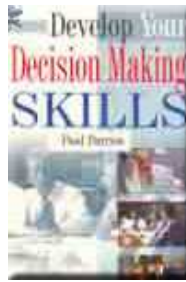
240 pages



Have you ever wondered why you aren't more successful? Or why others find success more easily? Do you feel that you have not lived out your hopes and dreams and are about to give them up? Have you caught a glimpse of a better life but failed to go after it?

Don't let your life slip away day by day without even taking a step towards your dream of a better life. Destination Success by Dwight Bain shows that you need not give up on your hopes and dreams just yet. By revealing the Seven Secrets of Success, Bain describes how everyone can be successful and live the life one wants.

[Click here to view the book summary >>](#)



■ Develop Your Decision Making Skills

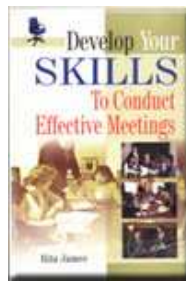
By Paul Parcon
Lotus Press, 2006
ISBN : 81-8382-094-8
128 pages



The moment we all open our eyes in the morning, the decision process begins, and continues to happen all throughout our day until we fall asleep at the end of it, whether we are aware of said process or not. We are thus all decision makers. Whether we are *good* decision makers or not is the question. However, even if one is not a good decision maker, one need not fret – it is an ability that can be learned by anyone.

Although people can learn at different rates – some more quickly than others of course – there are no short cuts to learning and everyone has to follow a similar learning process to learn how to make good decisions. One of the things that can be learned is a specific process to make a decision. This book, then, outlines this process for its readers and makes the learning process that much quicker and less complex, and thus helps readers improve their decision-making skills.

[Click here to view the book summary >>](#)



■ Develop Your Skills to Conduct Effective Meetings

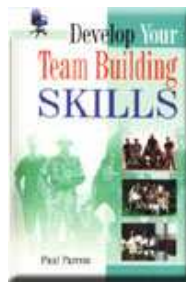
By Rita James
Lotus Press, 2007
ISBN: 81-8382-097-2
130 pages



One of the biggest complaints about most organizations concerns meetings and how they are held. Poorly organized meetings waste resources and may even serve to demotivate people – they are thus counterproductive.

Meetings are conducted at many levels in an organization. One may at one point in time be involved merely as a participant, but sooner or later one will rise in the hierarchy and conduct one's own meetings. It is therefore in organizations' best interests for everyone to learn all about meetings and how to conduct them effectively.

[Click here to view the book summary >>](#)



■ Develop Your Team Building Skills

By Paul Parcon
Lotus Press, 2007
ISBN: 81-8382-095-6
130 pages

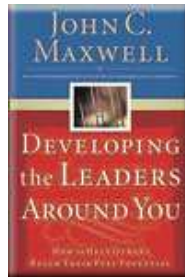


Many view teams as the best organization design for involving all employees in creating business success and profitability.

However, how to develop and implement the disciplines, frameworks, and techniques required for team building and good team performance – and/or how to improve upon what is already in place and in play – is a question that many executives, organizations and companies, both large and small, are constantly asking themselves.

here is a real need for groups of all sorts to learn about team building and how to go about it.

[Click here to view the book summary >>](#)



■ Developing The Leaders Around You

How to Help Others Reach Their Full Potential

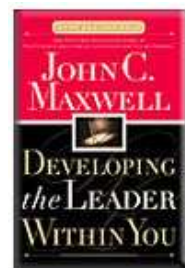
By John C. Maxwell
Nelson Business, 2005
ISBN: 0785281118
224 pages



No organization can succeed without good leaders. And a leader's most important task is to acquire and keep good people, and make leaders out of them. This is because in any organization or company, people are the only assets that can continually appreciate. Systems become dated, buildings deteriorate, and machinery wears down. But people can grow, develop and become more productive and effective if they have a good leader who understands their value.

Organizations cannot increase their value or productivity without people. An organization's growth potential is directly related to its personnel potential. This is the message of John C. Maxwell's "Developing The Leaders Around You" – a good leader is someone who knows how to develop other leaders. This book teaches practical techniques and gives wonderful insights on becoming a truly successful leader.

[Click here to view the book summary >>](#)



■ Developing The Leader Within You

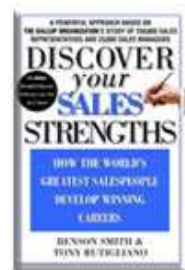
By John C. Maxwell
Thomas Nelson Inc. Publishers, 1993
208 pages



Leaders and managers are not one and the same. While leaders may be effective managers, not all managers can be rightfully called leaders. Managers who are leaders inspire, motivate, and energize people with their clear visions and strategies towards a shared goal. On the other hand, mainstream and traditional managers are short-term oriented, and more concerned with day-to-day activities. Nevertheless, they are efficient at organizing, allocating, controlling, and monitoring resources.

In this book, renowned life coach John C. Maxwell states that leadership qualities can be acquired and developed. Maxwell shares ten leadership principles that one must know and understand to transcend beyond simple managing and begin leading. These ten principles are: Creating Positive Influence, Setting The Right Priorities, Modeling Integrity, Creating Positive Change, Problem Solving, Having The Right Positive Attitude, Developing People, Charting The Vision, Practicing Self-Discipline And Developing Staff.

[Click here to view the book summary >>](#)



■ Discover Your Sales Strengths

How the World's Greatest Salespeople Develop Winning Careers

By Benson Smith and Tony Rutigliano
Warner Business Books
ISBN 0-446-69037-6
244 pages



A huge number of books have been written about sales and finding one's road to success in achieving exceptional sales performance. Like fresh-off-the-press diet book bestsellers, they promise spectacular results, but lasting improvement in the end is still hard to find. This book identifies the many myths associated with exceptional sales and explains how believing them may negatively affect one's performance. It will also show how important it is to fit one's talents into the right job, whether it be as sales representative or sales manager.

[Click here to view the book summary >>](#)



■ Don't Sweat the Small Stuff...and it's all small stuff

Simple Ways to Keep the Little Things from Taking Over Your Life

By Richard Carlson, Ph.D.

Hyperion, New York, 1997

ISBN 0-7868-8185-2

248 pages



pdf mp3 ppt pda html

The co-author of "Handbook for the Soul" offers 100 simple but powerful strategies for bringing harmony and peace of mind into individual life. The strategies allow for changes in paradigm and changes in practice — changes that can lead to a more relaxed and more satisfying life.

[Click here to view the book summary >>](#)



■ Don't Sweat the Small Stuff at Work

Simple Ways to Minimize Stress and Conflict While Bringing Out the Best in Yourself and Others

Richard Carlson, Ph.D.

Hyperion, 1999

ISBN 0786883367

No. of pages: 284

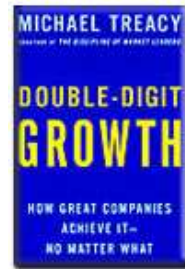


pdf mp3 ppt pda html

If you are like most people, you probably spend between eight to twelve hours a day at work. In your workplace, you are subjected to unpleasant issues and burdens that can lead to stress.

Bestselling author Richard Carlson follows up his phenomenal bestseller by sharing with readers how to minimize stress and conflict in the workplace. You will learn how to respond to work difficulties more positively and how to interact better with co-workers, clients, and management.

[Click here to view the book summary >>](#)



■ Double-Digit Growth

"How Great Companies Achieve It— No Matter What"

Michael Treacy

Portfolio August 21, 2003

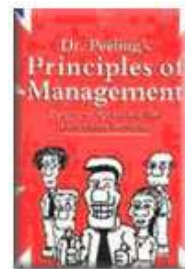
240 pages



pdf mp3 ppt pda html

The author's research shows that steady double-digit growth is possible. Businesses which have been able to achieve this have done so by relying on a combination of growth initiatives.

[Click here to view the book summary >>](#)



■ Dr. Peeling's Principles of Management

Practical Advice for the Front-Line Manager

By Nic Peeling

Dorset House Publishing, New York 2003

ISBN 0-932633-54-4

257 pages



pdf mp3 ppt pda html

Most management books on store shelves today tell chief executives how to manage people from the top, with little references available for the front line managers. This book is written for those new managers responsible for directing the bulk of the work at the bottom, where real value for the company is created everyday. Maybe you are managing a team for the first time, and you don't know exactly how to deal with people. This book offers useful guidelines on handling thorny

issues, from sexual harassment and misbehavior, to office sex, and termination. Perhaps people problems are not your area of expertise? This is the book that Dr. Peeling wishes had been around when he was a new manager who needed advice. Share it with your colleagues and train for great leadership today!

[Click here to view the book summary >>](#)



■ Effective Corporate Governance

"An Emerging Market (Caribbean) Perspective on Governing Corporations in a Disparate World"

By Vindel L. Kerr

Outskirts Press USA, 2005

ISBN 1598001671

356 pages



pdf mp3 ppt pda html

Effective Corporate Governance is a manifesto for building highly effective Boards and corporations by balancing power, performance and profits with integrity, transparency, accountability and reform in private and public sectors. The book is the first publication on corporate governance from an emerging market perspective and is written specifically for the edification and continued development of company directors, chairmen, CEOs, CFOs, Internal Auditors, COOs, Legal Counsels, Company Secretaries, Head of Audit, Risk Management and Compliance, Bankers Financial Regulators, Policymakers, Management Consultants, Professors and students of Business, Finance, government, accounting, law, public policy, journalists and entrepreneurs. It addresses Corporate Governance Concepts, History, Development and Trends, Post Enron Developments, Reforming Corporate Governance Systems, Internal Control & Reporting, Case Studies on Good and Bad Corporate Governance, Role and Duties of Directors and Senior Officers, Critical Functions of an Effective Board, 21st Century Competencies of a Good Director, Selecting Chairman and Directors of State-owned Boards, Non-Executive versus Independent Directors, Board Composition, Monitoring and Evaluation, Compensation and Succession Planning, Role of Audit and other Sub-committees, Director Selection and Indoctrination and Improving.

Effective Corporate Governance is a comprehensive study of the latest developments in corporate governance systems and practices. It is a timely work, filled with illuminating insights and practical advices on how to govern corporations in order to maximize business and economic performance.

Even as it highlights the need for corporate governance reform in the Caribbean market, its detailed and sound theoretical analysis of the past, present, and future of corporate governance prove globally relevant at the same time. This is a must-read for any institution or individual who understands the value and importance of corporate governance to modern management practices.

[Click here to view the book summary >>](#)



■ Effective Networking for Professional Success

"How to Make the Most of Your Personal Contacts"

By Rupert Hart

Stirling Books, 1997

ISBN 0 949 142 09 3

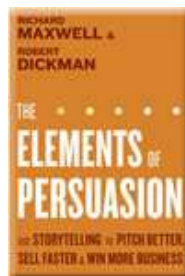
125 pages



pdf mp3 ppt pda html

In an uncertain world where we are all effectively self-employed, networking skills make all the difference for freelancers, job changers, and career climbers. Increase your chances of landing that all-important job or business contract.

[Click here to view the book summary >>](#)



■ Elements of Persuasion, The

Use Storytelling to Pitch Better, Sell Faster and Win More Business

By Richard Maxwell and Robert Dickman

Collins, 2007

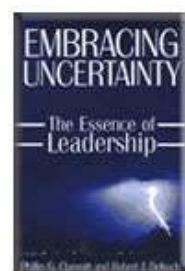
ISBN-13: 978-0061179037

256 pages



Storytelling is something that is innate in every individual. The elements of persuasion are comprised of the five elements which make up the core of storytelling. This book was made to teach you how to weave words in your story and tell them in a manner people will not forget. Most concepts are in groups of five, making it easier to grasp and recall. It is also rich in real life examples which will enable you to see how each concept is at work based from real situations that occurred in some of the industry's best businesses. Timeless in its approach, this book links primitive notions of the human psyche and its effects on contemporary times in the aspect of persuading, pitching more effectively and selling with impact.

[Click here to view the book summary >>](#)



■ Embracing Uncertainty

"The Essence of Leadership"

By Phillip G. Clampitt and Robert J. DeKoch

M.E Sharpe, 2001

ISBN 0-7656-0773-5

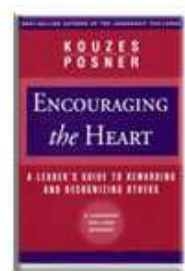
209 pages



In a global business climate that changes faster than any leader can plan, authors Clampitt and DeKoch have outlined the essence of leadership, by first explaining how false certainties are created, and then providing key ideas and insights into how to cultivate a culture that embraces uncertainty. They make the case that organizations which learn to live with a healthy amount of uncertainty perform better and maximize their people's potential.

First of all, as a leader, recognize that you are not expected to have all of the answers all of the time. It is part of the mantra of embracing uncertainty to do away with this shame in saying, "I don't know" and encouraging debate, more thoughtful decisionmaking, and more self-critique.

[Click here to view the book summary >>](#)



■ Encouraging the Heart

A Leader's Guide to Rewarding and Recognizing Others

By James M. Kouzes and Barry Z. Posner

Jossey-Bass, 2003

ISBN 0787964638

203 pages

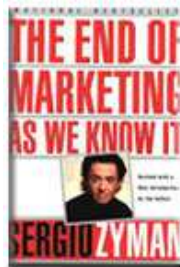


The heart of a leader must be a caring one. Without this heart, his leadership will be without purpose. This is the premise of James M. Kouzes and Barry Z. Posner's new book, Encouraging the Heart, A Leader's Guide to Rewarding and Recognizing Others.

Believing that a leader's heart is the one that bridges the connection between him and his constituents, the authors invite leaders in all areas of business to live by and practice the principles of encouraging the heart which they unselfishly share in this new book. They argue that a leadership filled with values that encourage the heart speaks directly to people – to deeply held values and beliefs, to something beyond the material – and contributes to creating meaning in the workplace. Through this book, the authors aim to enrich the discussion of soul and spirit in the workplace.

Everything starts within you as a leader. Take the journey towards an organization that nurtures an encouraging heart among its members and create a workplace that gives new meaning and purpose to everyone involved.

[Click here to view the book summary >>](#)



■ End of Marketing As We Know It, The

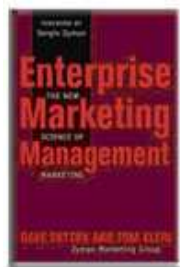
By Sergio Zyman
Harper Collins, December 1999



The best-selling author of "The End of Advertising As We Know It", Sergio Zyman, gives us his irrepressible, irreverent but charismatic style of telling us the real score in marketing: It is not only to create an image that consumers could fall in love with but one that will drive consumers to buy more products and services for as often as possible.

His provocative and counterintuitive approach which he impresses upon us throughout his book is that producing award-winning commercials and promotions, and creating ads that people like are not an end by itself. What is far most important to marketing is to move customers and consumers to buy those products and services that are being promoted and advertised.

[Click here to view the book summary >>](#)



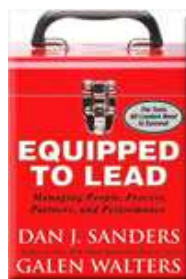
■ Enterprise Marketing Management

By Dave Sutton and Tom Klein
John Wiley & Sons, Inc.
ISBN 0-471-26772-4
224 pages



This book on enterprise marketing management allows business leaders to begin transforming their marketing function to realize business results by applying principles in a systematic and logical way. It goes on to answer difficult questions associated with implementing these principles and scientific practices within a business. It speaks to a key issue of marketing relevancy and provides some new thinking on how to integrate marketing in an organization.

[Click here to view the book summary >>](#)



■ Equipped to Lead

Managing People, Process, Partners, and Performance
By Dan J. Sanders and Galen Walters
McGraw-Hill Books, 2008
ISBN 978-0-07-159100-3
224 pages

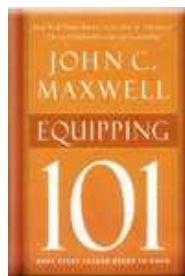


Unless you manage a hook-and-ladder company, your workday shouldn't be spent putting out fires. Yet leaders often spend most of their time running from crisis to crisis.

In his groundbreaking *New York Times* bestseller *Built to Serve*, United Supermarkets CEO Dan Sanders showed how putting profits before people encourages organizational chaos, saps motivation, stifles innovation, and undercuts competitiveness. He also unveiled a revolutionary people-centered business model championed by United and challenged other business leaders to put the human factor first.

In this follow-up to that inspirational bestseller, Dan and coauthor Galen Walters provide the tools needed to put the people-first model to work in your company. You'll master the 4Ps critical to long-term success: People, Process, Partners, and Performance. And you will create an organization that puts front-line people before bottom-line profits, allowing you and your organization to profit more than you ever thought possible.

[Click here to view the book summary >>](#)



■ Equipping 101

What Every Leader Needs To Know

By John C. Maxwell

Thomas Nelson, Inc., 2003

ISBN 0-7852-6352-7

112 pages

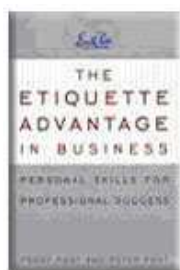


Don't settle for what you can accomplish alone.

"One is too small a number to achieve greatness," says *New York Times* best-selling author and leadership expert Dr. John C. Maxwell in this engaging primer on how to build and equip a team. *Equipping 101* offers valuable insight and practical tools in a pocket-sized format that delivers what you need to know on such topics as:

- The power of teamwork
- Why equipping is essential to a leader's success
- The qualities to look for in potential leaders
- Ten steps for investing in others
- How to become an "enlarger" of people
- Investing in your team for the future

[Click here to view the book summary >>](#)



■ Etiquette Advantage in Business, The

By Peggy Post and Peter Post

Harper Collins, 1999

ISBN 0-06-273672-8

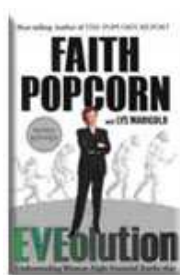
580 pages



As the modern workplace becomes more and more competitive, personal skills can make all the difference in ensuring success. Peggy Post and Peter Post show you how to meet the challenges in business with grace and poise that will help you improve your chances of business and personal success.

The book provides practical information on business and personal actions and activities. It gives you guidelines on how to look for a job, what to do during interviews; how to write persuasive business letters, memos; how to plan and lead productive meetings; how to entertain and much more. All to give you the advantage you need in business.

[Click here to view the book summary >>](#)



■ EVEolution

"Understanding Women — Eight Essential Truths That Work in Your Business and Your Life"

By Faith Popcorn and Lys Marigold

Hyperion, New York, 2001

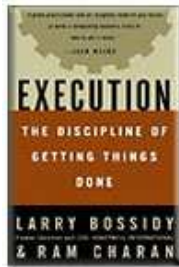
ISBN 0-7868-6523-7 Paperback Edition ISBN 0-7868-8441-X

272 pages



For any business to survive today, it needs to understand how to market to women. The fact is women make 80% of all purchasing decisions, are brand loyalists, have complex, multiple lives because of ever-increasing responsibilities: from running households, to caring for aging parents, raising children, and managing thriving careers and businesses. Make women join your brand, build lasting, meaningful relationships with them, recognize their ever-growing needs, both personal and professional, and EVEolutionize your business before it's too late!

[Click here to view the book summary >>](#)



■ Execution

“The Discipline of Getting Things Done”

By Larry Bossidy & Ram Charan

Crown Publishing Group, 2002

ISBN 0609610570

278 pages



You've got the bright ideas and the smart people, and the market is just ready for you. But why hasn't your business taken off as you predicted? Maybe the problem is in your . What does it really take to get a business going? You need the right people combined with realistic strategies to create effective operating procedures. Let Larry Bossidy and Ram Charan tell you how. A business leader's most important job is the execution of plans, the “detail work,” making sure that the staff is getting results. This is the sort of responsibility that cannot be delegated. It is the leader's primary duty to see that every member of the team is carrying out his part of the big plan to ensure the whole company's success. There are no excuses for failure: the market will be tough. What spells the difference between successes and failures is the ability to execute plans.

Too often, too much intellectualizing and philosophy occurs at the planning level. The leaders are busy with their dreams and plans for success but there is little focus on implementation, thus the promised result is not delivered. The emphasis on execution as an integral part of the business process has not received enough attention in terms of accumulated knowledge and literature.

[Click here to view the book summary >>](#)



■ Executive Warfare

10 Rules of Engagement for Winning Your War for Success

By David F. D'Alessandro with Michele Owens

McGraw-Hill, 2008

ISBN 978-0-07-15423-8

263 pages



It's not enough anymore to be smart, hard-working, and able to show results – because nowadays everybody is smart, hard-working, and able to show results.

What really sets you apart are the relationships you build with people of influence. These people can include your peers, your employees, your organization's directors, reporters, vendors, and regulators – as well as the people directly above you in the organizational hierarchy.

In senior management, you no longer answer to just one boss. There is now a hazy matrix of hundreds of bosses both inside and outside the office, any one of whom can stop you cold or give you a tremendous push forward. “Executive Warfare” offers concrete advice for handling all of them, including:

- **YOUR PEERS:** They can be either the most valuable allies or the most dangerous enemies.
- **THE CEO:** Her office is often where the real fairy dust is kept. Make sure you have a good relationship with her.
- **THE BOARD OF DIRECTORS:** They won't judge you fairly if all they see of you are your PowerPoint presentations.
- **YOUR DIRECT REPORTS:** These people are your vital organs, so treat them accordingly. And if you find a “blood clot” among them, excise that person before he kills you.
- **YOUR RIVALS:** It's not always wise to shoot at them, but if you do, do not shoot to wound.

[Click here to view the book summary >>](#)



■ E-Myth Revisited, The

Why Most Small Business Don't Work and What to Do About It

By Michael E. Gerber
Harper Business, First Edition, 2001
ISBN 0-88730-728-0

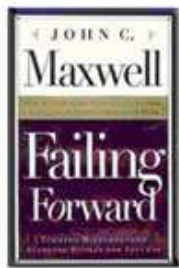


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Starting a business of your own is just like joining a marathon race. You dream big while you're on the starting line but as the race progresses you see a lot of fellow racers fall behind. Many are not able to endure the test of stamina and agility of the race.

The same goes with small businesses worldwide. Only a few are really able to reach the big dream. Majority of them simply fail no matter how huge effort is put into the undertaking. Why is this so? Michael Gerber reveals the answers in this book. The discussions revolve around the philosophies that could make or unmake the future of small businesses. These philosophies are: entrepreneurial myth (e-myth), turn-key revolution and the business development process.

[Click here to view the book summary >>](#)



■ Failing Forward

"Turning Mistakes into Stepping-Stones for Success"

By John C. Maxwell
Thomas Nelson Publishers, Nashville 2000
ISBN 0-7852-7430-8 hard cover
ISBN 0-7852-6815-4 paperback
209 pages



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Failing forward tells you how to look at life's setbacks and learn from your mistakes. If you haven't failed at anything, it means you haven't really taken a risk at anything. Failures are only as bad as you perceive them to be. Life is much better when you live, and try, and fail. Living requires failing every now and then.

[Click here to view the book summary >>](#)



■ Fire Your Boss

9 Secrets Every Working Woman Must Know

by Stephen M. Pollan, Mark Levine
HarperCollins 2004
ISBN 0-06-058393-2
257 pages



pdf mp3 ppt pda html

To survive in today's business environment, you need to follow a new set of rules. Unfortunately, the old way of thinking will just not make the cut amidst layoffs, bankruptcies, and the lack of job security.

Fire Your Boss gives you new methods for finding success. Learn how to look for new employment, choose among numerous job offers, and thrive in the new economy. You will find out why it is not beneficial to keep relying on your boss for financial security and job satisfaction. You must rely on yourself!

[Click here to view the book summary >>](#)



■ First Among Equals

“How to Manage a Group of Professionals”

By Patrick J. McKenna, David H. Meister

Harper Simon & Schuster, 2002

ISBN 0-7432-2551-1

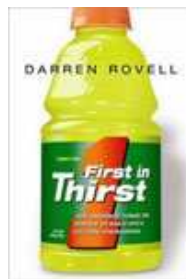
320 pages



Congratulations!! You have been promoted to Group Leader!! Now what? Patrick J. McKenna and David H. Maister take you on a step-by-step instructional narrative on how to effectively manage a group of professionals. Not only will this book benefit the “newbies” who may flounder in the wake of crises and primadonnas, but it will also work for the veterans who may pick up a lesson or two from leaders, career experts and other regular people whose actual experiences are used as concrete, real-world examples.

You can find people, events and situations, problems and solutions that you yourself have encountered so it becomes easy for you to relate to the discussion. Psychology, coaching and mentoring and a paradigm shift from “individual success” to “group victory” are at the heart of First Among Equals.

[Click here to view the book summary >>](#)



■ First in Thirst

How Gatorade Turned the Science of Sweat into a Cultural Phenomenon

By Darren Rovell

Davies-Black Publishing, 2003

ISBN 0891061770

345 pages



Gatorade has conquered all its rivals and has ruled the sport-drink industry since its creation more than 40 years ago. If you need proof of this, all you have to do is visit any sporting event in the country. You will see Gatorade whether you are watching amateurs or pros. You will spot numerous athletes carrying them around in their colorful bottles or lining up to grab a cup from bright orange coolers. Simply put, Gatorade is the sports drink of choice and it is everywhere.

Join sports business reporter and author Darren Rovell as he uncovers everything that led to the success of Gatorade. Find out Gatorade’s enthralling story and the nine business rules that have helped Gatorade grow to be the giant that it is today.

[Click here to view the book summary >>](#)



■ First Things First

“To Live, to Love, to Learn, to Leave a Legacy”

By Stephen R. Covey, A. Roger Merrill, Rebecca R. Merrill

Simon & Schuster, First Fireside Edition 1995

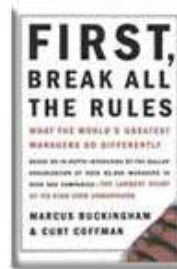
ISBN 0-671-86441-6 Paperback ISBN 0-684-80203-1

373 pages



The best-selling author of “The Seven Habits of Highly Effective People” sheds light on the perennial problem of personal time management, and achieving the balance between nurturing rich relationships while maintaining a career. Changing our paradigms from “getting the urgent things done” as the First Things in our lives, Covey enlightens us on how we can see where True North is on our life compass. It isn’t about how fast you’re going; it’s where you’re headed that matters. Understand these lessons and organize your priorities so you spend more time on the real First Things in life.

[Click here to view the book summary >>](#)



■ First, Break All The Rules

What The World's Greatest Managers Do Differently

By Marcus Buckingham and Curt Coffman

Simon & Schuster, May 1999

ISBN: 0684852861

255 pages

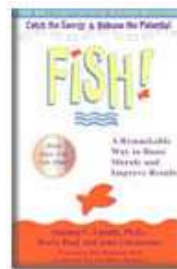


THE BEST MANAGERS REJECT CONVENTIONAL WISDOM. THIS BOOK DESCRIBES THEIR PERSPECTIVE AND HOW THEY KEEP TALENTED EMPLOYEES.

In 25 years, the Gallup Organization interviewed over 80,000 managers from different companies. This mammoth research project grew from two basic questions:

1. What do the most talented, productive employees need from the workplace?
2. How do you attract, find, focus, and keep talented employees?

[Click here to view the book summary >>](#)



■ FISH!

“A Remarkable Way to Boost Morale and Improve Results”

By Stephen C. Lundin, Ph.D., Harry Paul, and John Christensen

2000 Hyperion, New York

ISBN 0-7868-6602-0 International Edition ISBN 0-7868-8760-5

112 pages



WORK MADE FUN GETS DONE!

In a reality where you may be working at a job that is not exactly ideal, here are ways to learn to love what you do, and make your workplace an energetic, enthusiastic and wonderful place to be. Through the delightful story of fictional characters Mary Jane Ramirez, a manager from First Guarantee Financial, and Lonnie, a fishmonger from Seattle's world famous Pike Place Fish Market, this engaging parable teaches us how to transform a “toxic energy dump” (every company has one) into a workplace that adds value, productivity and profit to the company, thereby creating happier workers, employers, and customers!

[Click here to view the book summary >>](#)



■ Five Temptations of a CEO, The

A Leadership Fable

By Patrick Leoncioni

Jossey-Bass, 1998

ISBN 0-7879-4433-5

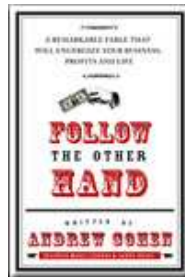
134 pages



Managing a company need not be complicated, and being a CEO should be conceptually simple. True, business leaders face difficult problems and challenges, but they eventually get the results they want. Complications arise when CEOs refuse or fail to focus on the source of the problem. They are distracted by side-issues and get confused because they succumb to one or more of the five temptations that face every business leader.

The author uses a fable to expose the inherent human temptations that create barriers to successful leadership. CEOs, at one time or another, fail to overcome the temptations which are deceptively simple since they are considered human nature. The book sweeps away the confusions that prevent managers from achieving their goal — guiding them away from the pitfalls of the five temptations.

[Click here to view the book summary >>](#)



Follow The Other Hand

A Remarkable Fable That Will Energize Your Business, Profits and Life

Andy Cohen

St. Martin's Press; New York, 2006

ISBN-13: 978-0-312-35793-1, ISBN-10: 0-312-35793-1

172 pages



Ideas are what keep businesses alive. Without new ideas, any business stands a good chance of slowly declining and eventually dying. The best companies never stop evolving and generating new ideas, and putting these ideas into action.

"Follow the Other Hand" by Andy Cohen gives a new, fun, and practical strategy to energizing your business by learning to think out of the box and come up with brilliant ideas. Through the metaphor of magic and a story of how a real company used magic to transform itself into a vibrant, profitable business, Cohen offers magical secrets to entrepreneurs and business people on how to turn their businesses into successful enterprises.

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Follow This Path

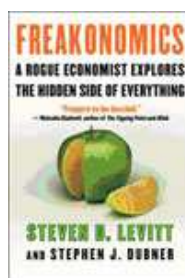
How the World's Greatest Organizations Drive Growth by Unleashing Human Potential

By Curt Coffman, Gabriel Gonzalez-Molina, Ph.D.
and Ashok Gopal



This book shows that the ultimate solution to reversing the current leadership trends of margin slashing, accounting trickery, and shareholder hoodwinking is to run an organization that can maintain and expand its customer base without slashing prices and without reducing its fiscal integrity. In the end, the success of your organization does not depend on your understanding of economics, or organizational development, or marketing. It depends on your understanding of psychology: how each individual employee and client connects with your company.

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Freakonomics

A Rogue Economist Explores The Hidden Side Of Everything

By Steven D. Levitt and Stephen J. Dubner

HarperTorch; USA, 2006

ISBN-10: 0-06-114330-8

207 pages



In the 1990s, violent crime rose in America and experts predicted it would continue to rise phenomenally. And then, suddenly, the crime rate fell. Experts then said this was because of better gun control laws, better policing, and the economic boom. But the theories were wrong. The real reason was that 20 years earlier, abortion became legal. And children who would have been born in adverse environments and thus were more likely to become criminals, were not being born anymore.

This is what "Freakonomics" by economist Steven D. Levitt and journalist Stephen J. Dubner is all about. It looks at the world and how it works by exploring "the hidden side of everything." It challenges conventional wisdom and proves that it is often wrong. It asks fresh, interesting questions most economists wouldn't even think about, such as: If drug dealers have so much money, why do they still live with their moms? Or which is more dangerous, a gun or a swimming pool?

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