

## READING LIST

The following list has been compiled over many years. I cannot guarantee that all these books are in print: however, most are obtainable online at [www.Amazon.com](http://www.Amazon.com) or may be obtained through the reference section of your local library.

Books / Articles are listed in alphabetical order, by author. If you have little time to read, I suggest that you subscribe to Soundview Executive Book Summaries ([www.summary.com](http://www.summary.com)), 5 Main Street, Bristol, VT 05443-1398 (Tel: 1-800-453-5062). You receive a monthly written abstract of several books. For an additional price I used to get them on tape. You can get them in just about any format now.

Items marked with an asterisk are the ones I would recommend, if you only have time to read one or two books in each category.

### **Strategic Planning**

\* Collins, Jim, Good to Great – Why Some Companies Make the Leap and Others Don't, Harper's Business, New York, NY, c. 2001, pp 300.

\*\* McTaggart, James M., et al, The Value Imperative – Managing for Superior Shareholder Returns, The Free Press, New York, NY, 1994, 329 pp.

Porter, Michael E., Competitive Advantage – Creating and Sustaining Competitive Advantage, The Free Press, New York, NY, c. 1985, 536 pp.

Porter, Michael E., Competitive Strategy – Techniques for Analyzing Industries and Competitors, The Free Press, New York, NY, c. 1980, 382 pp.

Ringland, Gill, Scenario Planning – Managing for the Future, John Wiley & Sons, West Sussex, England, c. 1998, 401 pp.

### **Management**

Blanchard, K., and Lorber, R., The One Minute Manager, Berkeley Books, New York, NY, c. 1982, 111 pp.

Blanchard, K., and Lorber, R., Putting the One Minute Manager to Work, Berkeley Books, New York, NY, c. 1982, 111 pp.

\*\*\* Grove, Andrew S., High Output Management, Vintage Books, New York, NY, c. 1983, 235 pp.

Grove, Andrew S., Only the Paranoid Survive – How to Exploit the Crisis Points That Challenge Every Company and Career, Currency Double Publishers, New York, NY, c. 1996, 210 pp.

\*\* Lefton, Robert E., et al, Improving Productivity Through People Skills, Ballinger Publishing Company, Cambridge, MA, c. 1980, 504 pp.

Shim, Jae K., Siegel, Joel G., The Vest Pocket CFO, Prentice Hall, Englewood Cliffs, NJ, c. 1992, 848 pp.

\* Soundview Executive Books, Ed., Skills for Success – The Experts Show the Way, Soundview Executive Books, Bristol, VT, c. 1989, 108 pp.

Tarkenton, F., How to Motivate People: -The Team Strategy for Success, Harper and Rowe Publishers, New York, NY, c. 1986 243 pp.

Tracy, John A., How to Read a Financial Report – for Managers, Entrepreneurs, Lenders, Lawyers, and Investors, John Wiley & Sons, New York, NY, c. 1999, 179 pp.

Winston, Stephanie, The Organized Executive --New Ways to Manage Time, Paper, and People, WW. Norton & Co., New York, NY, c. 1983, 344 pp.

### **People and Communication**

Fitz-enz, Jac, The ROI of Human Capital – Measuring the Economic Value of Employee Performance, American Management Association, New York, NY, c. 2000, 284 pp.

\* Frank, Milo O., How to Get Your Point Across 30 Seconds --or Less, Simon and Schuster, New York, NY, c. 1986, 120 pp.

Kenny, Michael, Presenting Yourself, John Wiley & Sons, New York, NY, c. 1982, 175 pp.

Leech, Thomas, How to Prepare, Stage, and Deliver Winning Presentations, American Management Association, New York, NY, c. 1982, 417 pp.

Lewicki, Roy J., et al, Essentials of Negotiation, 2ed., McGraw Hill Publishers, New York, NY, c. 2001, 256 pp.

Quebin, Nido R., Communicate Like a Pro, Berkley Books, New York, NY, c. 1983, 269 pp.

Trout, Jack, The Power of Simplicity – A Management Guide to Cutting Through the Nonsense and Doing Things Right, McGraw Hill Publishers, New York, NY, c. 1999, 196 pp.

### **Marketing and Selling**

Boyan, Lee, Successful Cold Call Selling, American Management Association, New York, NY, c. 1989, 275 pp.

Heiman, Stephen E., et al, The New Conceptual Selling – The Most Effective and proven Method for Face-to-Face Sales Planning, Miller Heiman Corporation, c. 1999, 363 pp.

Heiman, Stephen E., et al, The New Strategic Selling – The Unique Sales System Proven Successful by the World’s Best Companies, Warner Books and the Miller Heiman Corporation, c. 1998, 424 pp.

Johnson, Spencer, The One Minute Sales Person, Avon Books, The Hearst Corporation, New York, NY, c. 1984, 109 pp.

Moore, Geoffrey A., Inside the Tornado – Marketing Strategies from Silicon Valley’s Cutting Edge, Harper’s Business Books, New York, NY, c. 1995, 244 pp.

Moore, Geoffrey A., Crossing the Chasm – Marketing and Selling High – Tech Products to Mainstream Customers, Harper’s Business Books, New York, NY, c. 1999, 227 pp.

\* Parinello, Athony, Selling to VITO: the Very Important Top Officer, Adams Media Corporation, Holbrook, MA, c.1994, 226 pp.

\*\* Rackham, Neil, SPIN Selling – Situation, Problem, Implication, Need, Payoff, McGraw-Hill Publishers, New York, NY, c. 1987, 192 pp.

### **Project Management**

Kezner, Harold, Project Management: A Systems Approach to Planning, Scheduling, and Controlling, 2ed., Van Nostrand Reinhold Company, New York, NY, c. 1984, 935 pp.

\*\* Meredith, Jack R., Mantel, Samuel J., Project Management: A Managerial Approach, John Wiley & Sons, New York, NY, c. 2003, 690 pp.

\* Schwalbe, Kathy, Information Technology Project Management, Thomson Course Technology, Boston, MA, c. 2004, 662 pp.

### **Quality**

Albrecht, Karl, The Only Thing that Matters --Bringing the Power of the Customer into the Center of Your Business, Harper Business, New York, NY, c. 1992, 240 pp.

Bogan, Christopher E., English, Michael J., Benchmarking for Best Practices – Winning Through Innovative Adaptation, McGraw-Hill Publishers, New York, NY, c. 1994, 298 pp.

Crosby, Philip, Quality is Free – The Art of Making Quality Certain, McGraw-Hill Book Company, New York, NY, c. 1979 270 pp.

\* Kinlaw, Dennis C., Continuous Improvement and Measurement for Total Quality – a Team-Based Approach, Pfeiffer and Company, San Diego, CA, c. 1992, 250 pp.

Schmidt, Warren H. and Finnigan, Jerome P., The Race Without a Finish Line --America’s

Quest for Total Quality, Jossey-Bass Publishers, San Francisco, CA, c. 1992, 402 pp.

### **General Business**

\* Ball, James R., DNA Leadership – Goal Driven Management, The Goals Institute, Reston, VA, c. 1997, 410 pp.

Senge, Peter M., The Fifth Discipline – The Art and Practice of the Learning Organization, Doubleday Publishers, New York, NY, c. 1990, 424 pp.

### **Newsletters and Book Summaries**

\* Soundview Executive Book Summaries, 5 Main Street, Bristol, VT 05443-1398.

The Kiplinger Washington Letter, 1729 H St., N.W., Washington, DC 20006-3938