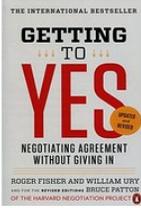


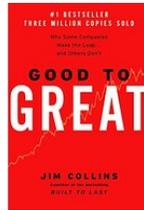
# Book Recommendations



## By Roger Fisher and William Ury

This classic book on negotiation theory is a product of the Harvard Negotiation Project.

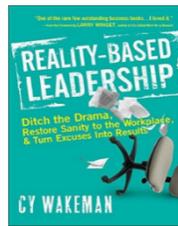
The authors argue that the major problem in many negotiations is that people assume positions that are either **Hard** or **Soft**. They suggest that, rather than being either hard on the people and the problem, or soft on people and problem, it is possible to be soft on the people and hard on the problem. They call this approach **Principled negotiation** or **Negotiation on its merits**.



## By Jim Collins

*Built to Last*, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning.

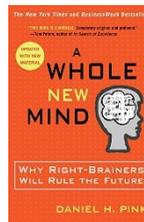
But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness?



## By Cy Wakeman

Recent polls show that 71% of workers think about quitting their jobs every day. That number would be shocking-if people actually were quitting. Worse, they go to work, punching time clocks and

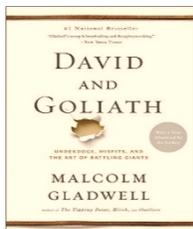
collecting pay checks, while completely checked out emotionally. In *Reality-Based Leadership*, expert Fast Company blogger Cy Wakeman reveals how to be the kind of leader who changes the way people think about and perceive their circumstances-one who deals with the facts, clarifies roles, gives clear and direct feedback, and insists that everyone do the same-without drama or defensiveness.



## By Daniel H. Pink

The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative and holistic "right-brain" thinkers whose abilities mark the fault line between who gets ahead and who doesn't.

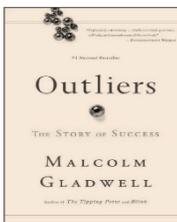
Drawing on research from around the world, Pink (author of *To Sell Is Human: The Surprising Truth About Motivating Others*) outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment--and reveals how to master them. *A Whole New Mind* takes readers to a daring new place, and a provocative and necessary new way of thinking about a future that's already here.



## By Malcolm Gladwell

The names of David and Goliath have stood for battles between underdogs and giants. David's victory was improbable and miraculous. He *shouldn't* have won. Or should he? Malcolm

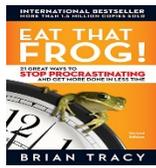
Gladwell challenges how we think about obstacles and disadvantages, offering a new interpretation of what it means to be discriminated against, suffer from a disability, lose a parent, attend a mediocre school, or endure any number of other apparent setbacks.



## By Malcolm Gladwell

In this stunning new book, Gladwell takes us on an intellectual journey through the world of "outliers"--the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different? His answer is that we pay too much attention

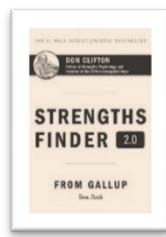
to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. Along the way he explains the secrets of software billionaires, what it takes to be a great soccer player, why Asians are good at math, and what made the Beatles the greatest rock band.



**By Brian Tracy**

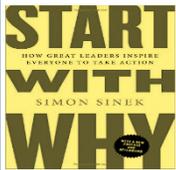
Do you have the opportunity to do what you do best every day? Chances are, you don't. All too often, our natural talents go untapped. From the cradle to the

cubicle, we devote more time to fixing our shortcomings than to developing our strengths. To help people uncover their talents, In its latest national bestseller, There just isn't enough time for everything on our "To Do" list—and there never will be. Successful people don't try to do everything. They learn to focus on the most important tasks and make sure *they* get done. There's an old saying that if the first thing you do each morning is to eat a live frog, you'll have the satisfaction of knowing that it's probably the worst thing you'll do all day. Using "eat that frog" as a metaphor for tackling the most challenging task of your day—the one you are most likely to procrastinate on, but also probably the one that can have the greatest positive impact on your life—*Eat That Frog!* shows you how to zero in on these critical tasks and organize your day. You'll not only get more done faster, but get the *right* things done.



**By Tom Rath** *StrengthsFinder 2.0*, Gallup unveils the new and improved version of its popular assessment, language of 34 themes, and much more. While you can read this book in one sitting, you'll use it as a reference for decades.

Loaded with hundreds of strategies for applying your strengths, this new book and accompanying website will change the way you look at yourself--and the world around you--forever.

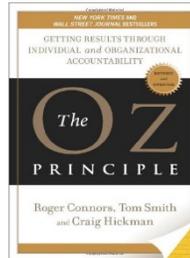


**By Simon Sinek**

Any person or organization can explain *what* they do; some can explain *how* they are different or better; but very few can clearly articulate *why*. **WHY** is not about

money or profit – those are results. **WHY** is the thing that inspires us and inspires those around us.

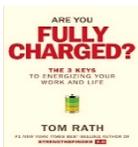
From Martin Luther King, Jr. to Steve Jobs to the Wright Brothers, *Start with Why* shows that the leaders who inspire all think, act, and communicate in the exact same way – and it's the complete opposite of what everyone else does. Drawing on a wide range of real-life stories, it provides a framework upon which organizations can be built, movements can be led, and people can be inspired – and it all starts with **WHY**.



**By Roger Connors, Tom Smith & Craig Hickman**

Through its practical and invaluable advice, thousands of companies have learned just how vital personal and organizational accountability is for a company to achieve and maintain its best results.

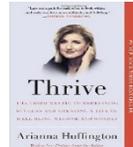
At the core of the authors' message is the idea that when people take personal ownership of their organization's goals and accept responsibility for their own performance, they become more invested and work at a higher level to ensure not only their own success, but everyone's. Now more than ever, *The Oz Principle* is vital to anyone charged with obtaining results.



**By Tom Rath**

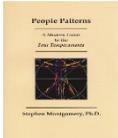
Drawing on the latest and most practical research from business, psychology, and economics, this book focuses on changes we can make to create better days for

ourselves and others. *Are You Fully Charged?* will challenge you to stop pursuing happiness and start creating meaning instead, lead you to rethink your daily interactions with the people who matter most, and show you how to put your own health first in order to be your best every day.



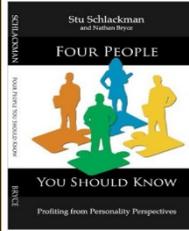
**By Arianna Huffington**

In this deeply personal book, Arianna talks candidly about her own challenges with managing time and prioritizing the demands of a career and raising two daughters -- of juggling business deadlines and family crises, a harried dance that led to her collapse and to her "aha moment." Drawing on the latest groundbreaking research and scientific findings in the fields of psychology, sports, sleep, and physiology that show the profound and transformative effects of meditation, mindfulness, unplugging, and giving, Arianna shows us the way to a revolution in our culture. our thinking. our workplace. and



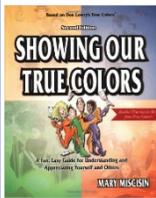
**By Stephen Montgomery**

Try to see it my way." Taking a line from the Beatles, Dr. Stephen Montgomery presents a fresh new look at the four temperaments, the four ancient "people patterns" that are the key to personality types. Dr. Montgomery cites over 250 characters from well-known movies and TV shows The Wizard of Oz, Sex and the City, Harry Potter, Star Trek, Star Wars, The Fantastic Four, The Incredibles, The Lord of the Rings, Ghost Busters, and many more to help bring the temperaments alive for a modern audience.



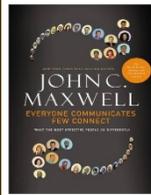
**By Stu Schlackman & Nathan Bryce**

Four People You Should Know takes personality styles to the next level by helping you to not only understand your temperament, but the other three personality styles and how to interact with them. Whether you are in sales, customer service or part of a project team, understanding how people make decisions, how they prefer to communicate and what motivates them to action is critical to success. The book discusses how to apply the Insight Learning personality tool to both the business community and everyday life.



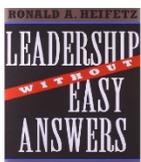
**By Mary Miscisin**

Lighthearted anecdotes convey concepts in "real life" situations, offering immediately useful methods for resolving conflicts, opening lines of communication, and enhancing personal effectiveness. Convenient reference lists and a set of color character cards are included for easy determination of your True Colors spectrum. The end result is a celebration of the uniqueness in yourself and others.



**By John C. Maxwell**

While it may seem like some folks are just born with it, the fact is *anyone* can learn how to make every communication an opportunity for a powerful connection. In *Everyone Communicates, Few Connect*, Maxwell shares the Five Principles and Five Practices to develop the crucial skill of connecting,



**By Ronald A Heifetz**

The economy uncertain, education in decline, cities under siege, crime and poverty spiraling upward, international relations roiling: we look to leaders for solutions, and when they don't deliver, we simply add their failure to our list of woes. In doing do, we do them and ourselves a grave disservice. We are indeed facing an unprecedented crisis of leadership, Ronald Heifetz avows, but it stems as much from our demands and expectations as from any leader's inability to meet them. Fitting the theory and practice of leadership to our extraordinary times, the book promotes a new social contract, a revitalization of our civic life just when we most need it



**By Derek Cabrera**

Systems thinking can help us solve every day and wicked problems, increase our personal effectiveness as human beings, and transform our organizations. This book is for anyone interested in learning the foundational ideas of systems thinking. SIMPLE RULES OF SYSTEMS THINKING Systems Thinking Made Simple doesn't mean that we're going to oversimplify it like a ... for Dummies book. It means that we will show how systems thinking emerges when we focus on a simple set of rules. Originally a complex mathematical formulation, DSRP has since been made more accessible through powerful modeling and visualization tools. There are two surprising things about our new understanding of systems thinking. First is how simple the four rules are: DISTINCTIONS RULE: Any idea or thing can be distinguished from the other ideas or things it is with SYSTEMS RULE: Any idea or thing can be split into parts or lumped into a whole RELATIONSHIP RULE: Any idea or thing can relate to other things or ideas PERSPECTIVES RULE: Anything or idea can be the point or the view of a perspective.