MAGIC compiles Worth Mentioning from a variety of literary sources. The staff recognizes, though, that the list is not inclusive. If you have read a noteworthy book, and believe that it might be of general interest to subscribers, we invite you to submit the title to magic2@pwcgov.org.

Management/Leadership

Better and Faster: the Proven Path to Unstoppable Ideas by Jeremy Gutsche, 2015
In 1950 the life span of a Fortune 500 company was 75 years, currently company life span averages only fifteen years. Gutsche’s book is a roadmap, well researched and filled with success stories, that will help us consider how our work can be expanded into a successful long lasting situation.

HBR Guide to Coaching Employees, 2015
All of us want to coach our employees yet it is hard to make time for coaching. If we don’t help our employees build their skills they will keep coming to us for answers instead of finding their own solutions. This guide from the Harvard Business Review will help you motivate your employees, support their efforts and measure their progress.

Yes, And: How Improvisation Reverses “No, But” Thinking and Improves Creativity and Collaboration: Lessons from the Second City, by Kelly Leonard & Tom Yorton, 2015
We know Second City for launching careers of such famous comedians as Tina Fey and Stephen Colbert but what you might not know is that Second City has taught the same principles used in their comedic improvisations for many corporate clients. Using the elements of improv, we learn how to increase creativity, pivot out of tight uncomfortable situations, become more compelling leaders and more collaborative followers. Included are seventeen Second City Improv Exercises to use with your organization.

Business/Entrepreneurship

Pierre Omidyar, one of the founders of eBay, suggests reading the last chapter of this book first to discover the top ten mistakes entrepreneurs make. Then return to the beginning of the book to learn how to avoid these mistakes. Learn about the Art of the Launch, Fund-Raising, Pitching, Building a Team, Socializing, and Partnering just to name a few. Kawasaki has started three companies, invested in many others and has advised companies such as Google and Apple. He is giving you what’s in his memory bank so that you can avoid some common mistakes.
Captivology: The Science of Capturing People’s Attention by Ben Parr, 2015

Why do our minds pay attention to some events, ideas, or people and not others? Why are we captivated by Facebook and Instagram and not so much by MySpace? Parr brings new understanding to how attention works and identifies seven captivation triggers that will help us capture and retain the attention of friends, colleagues, customers, fans and even strangers.


Crossing the Chasm has been called one of the “top 10 marketing books of all time” by Inc. Magazine. This new edition includes new examples from 21st century success stories. In a society where most forms of marketing appear to be under control, why is it that we get only erratic results in the area of high-tech marketing? How are we going to finally get high-tech marketing right? This book proposes to answer both of these questions. Moore maintains we have enough high-tech marketing history now to see where the model went wrong and what it will take to correct it.

The Little Book of Big PR: 100+ Quick Tips to Get Your Small Business Noticed by Jennefer Witter, 2015

Whether you are an established company or a cost-conscious start-up, this book offers essential advice on how to use public relations as a business building tool. These simple, smart, budget-friendly methods will get you your “unfair share” of attention for all the right reasons.

Hooked: How to Build Habit-Forming Products by Nir Eyal, 2014

A recent study suggested that people check their smartphones thirty four times per day. If you feel pulled to visit Twitter or Facebook or Instagram often during the day, you may be hooked. Eyal opines that companies are increasing finding that their economic strength may well lie in the strength of the habits they create in their customers. The Hook Model—the trigger, action, investment and variable reward—explains the rationale behind the design of successful habit-forming products and services and outlines ways for you to create your own “hooked” products and services.

Launch: An Internet Millionaire’s Secret Formula to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams by Jeff Walker, 2014

Would you like a formula that would build your business—fast? Using real world examples, Walker demonstrates how to implement his proven business formula and launch any product or business successfully on the Internet. It is not a get-rich-quick kind of book, there is hard work involved but we are given a roadmap to a fast start for any product or business.

The Secrets to Writing a Successful Business Plan: A Pro Shares a Step-by-Step Guide to Creating a Plan that Gets Results by Hal Shelton, 2014

After listing his 12 Commandments for Writing a Business Plan, Shelton leads us through the process of developing a well-thought-out business plan. Worksheets in every chapter help us write our business plan as we read the book. There is also information on creating a business plan for nonprofit groups. Using this book may help you avoid being one of the nearly 50 percent of new businesses that fail within five years.

Customer satisfaction is a poor predictor of “share of wallet”. In order to persuade customers to spend money on your product or service, the authors of this book use a new system which they call the Wallet Allocation Rule. Using the material presented here you can evaluate if the rule will work for your product or service. Once the evaluation is completed, a step by step guide for instituting the rule is provided.

Information Technology


Sadler lays out easy-to-learn methods and tips for every small business owner and home user to be safer, more secure and protected while using the Internet. Besides providing information on Internet and email security, Sadler deals with identity theft, viruses and malware. The appendices provide specific security focused software with Internet addresses and prices as well as links to self help videos and tutorials.

The Internet is Not the Answer by Andrew Keen, 2015

“Governments of the Industrial World, you weary giants of flesh and steel, I come from Cyberspace, the new home of mind” writes John Perry Barlow in his Declaration of the Independence of Cyberspace. This statement images that the Internet is outside time and space and as such is outside traditional authority and law. Keen contends that nothing could be further from the truth—that we must view this “second industrial revolution” in its historical context and force the Internet out of its prolonged adolescence. Heavily researched and thought provoking, this book may find you reevaluating how you think about the Internet.

The PC and Gadget Help Desk: In-Depth by Mark Edward Soper, 2014

Solve almost any technology problem with this handy book. Whether you have a PC, a smartphone, a tablet, camera, home theater or more, this book will help you fix broken Wi-Fi connections, solve problems with viewing or sharing media, troubleshoot printing problems, decide whether to upgrade, repair or replace any technology equipment, and many more solutions to many of our technology issues.


What makes consumers click on a link? How can you target different demographics? How can you make the web work for you? Using real life examples and case studies, this book will help you develop profitable online strategies to take your business to the next level.
Finance/Investment

The Debt Escape Plan: How to Free Yourself From Credit Card Balances, Boost Your Credit Score, and Live Debt-Free by Beverly Harzog, 2015

Beverly Harzog found herself with thousands of dollars in credit-card debt and when she determined to do something about the debt found that conventional advice about personal finance did not work for her. She developed her own system and paid off $20,000 in credit-card debt in two years. In this book she maintains there is no one-size fits all approach to debt. She uses a Money Personality Quiz to help us develop own own debt escape plans. She discusses the nine biggest debt mistakes and how to overcome them, how to get a quick boost in our credit scores as well as how to overcome the hardships of large medical bills.

Write It Off! Deduct It!: the A-to-Z Guide to Tax Deductions for Home-Based Businesses by Bernard B. Kamoroff, CPA, 2015

“Give me a list of write-offs organized by type of deduction, and you’re guaranteed to knock half off your tax preparation bill” says Andrew Blackman, a CPA in New York City. This book does exactly what Blackman wants—a list of all business tax deduction in alphabetical order A recent study suggests that small businesses overpaid their income taxes by more than $2 billion. Businesses failed to take some of the tax decuctions which they could legally have taken. This easy to read guide will help you claim legally all those deductions.


As two of the forces behind Zillow, Rascoff and Humphries reveal practical data-driven insights about buying, selling, renting and financing real estate. You’ll learn why it is better to remodel your bathroom rather than your kitchen, why putting the word “cute” in your listing could cost you thousands of dollars, why you shouldn’t list your house for sale before March Madness or after the Masters and much more. Zillow has been able to spot trends of today’s housing market using data and statistics. The authors share some of those secrets so that you will be able to make some expert real estate decisions for yourself.

Workplace

Scrum: The Art of Doing Twice the Work in Half the Time by Jeff Sutherland, 2014

Workers are spectacularly bad at doing things quickly and efficiently says Sutherland. Teams often work at cross purposes and as pressure rises, unhappiness soars. As a West Point fighter pilot and early innovator of ATM technology, Sutherland began challenging dysfunction in the tech industry and has successfully expanded Scrum principles to the broader business world. Scrum has helped the FBI, NPR, pharmacists and many other companies revolutionize how they work, think, plan, and create.
Career Enhancement

Driven to Distraction at Work: How to Focus and Be More Productive by Edward M. Hallowell, M.D., 2015

Hallowell a leading expert on ADD and ADHD has written this book to help people feel more in control and productive at work. Suggestions like “learn to manage your time better” or “make a to do list” don’t always work, Hallowell says because the deeper true cause of the mental distraction is not being addressed. Part I of the book identifies the six most common ways people lose focus at work and Part 2 provides advice for “training” your attention overall. The result of the techniques outlined in this book allows us to modulate distractions and overload well enough to take greater control and become happier and more productive in the process.


Does it sometimes seem that many of the people you work with are jerks? This book is about how to avoid becoming a jerk yourself and become happier and more efficient at work. By applying some simple practices, Rinzler maintains we can live happier fuller lives in and outside the work place (even with the jerks we may have in our lives).

Self-Enhancement


Have a habit you’d like to change? Rubin believes that in order to change a habit we must first look at ourselves and understand why we developed that habit. Our brain makes behaviors into habits which saves us effort and gives us the capacity to deal with other matters. Yet these habits may not adequately reflect our goals and values. This book offers tools to help us develop habits that truly reflect who we are.

The Like Switch: An Ex-FBI Agent’s Guide to Influencing, Attracting, and Winning People Over by Jack Schafer, 2015

As a counterintelligence investigator and then a behavioral analyst for the FBI, Schafer developed techniques for profiling terrorists, recruiting spies and detecting deception. Schafer has adapted these techniques for being able to read people and getting them to like you. Using techniques from the book you will be able to determine the truthfulness of others in person or online and interpret body behavior to assess what others think of you.

Live Right and Find Happiness (Although Beer is Much Faster): Life Lessons and Other Ravings from Dave Barry by Dave Barry, 2014

Barry begins his book with a chapter on his daughter becoming old enough for a learner’s permit (unless he can get the law changed) and proceeds to talk about cable news, homeownership, Google Glass and many other topics all in the style that is humorous and insightful.

The Motivation Manifesto: 9 Declarations to Claim Your Personal Power by Brendon Burchard, 2014

What would happen to our quality of life if we simply amplified our senses just a little longer? asks Burchard. Awareness is our best weapon against time. Burchard discusses in detail his declarations to reclaim our personal power—by reclaiming our agenda, defeating our demons, advancing with abandon, practicing joy and gratitude, by amplifying love, inspiring greatness, and meeting life with full presence and power.
On Your Case, A Comprehensive, Compassionate (and only slightly bossy) Legal Guide for Every Stage of a Woman’s Life by Lisa Green, 2015

On Your Case provides jargon-free lessons on how to solve the legal challenges that arise over the course of a woman’s life. Starting with relationships and proceeding through children, employment, medical decisions, estate planning, legal assistance for older loved ones and hiring a lawyer, Green gives clear practical advice for taking care of yourself, your assets, your family and your career.


How can we strengthen ourselves mentally for the tough times? We know that exercise and weight training lead to physical strength but we may not be as knowledgeable about how to prepare our minds for life’s challenges. Morin discusses behaviors that help us become and stay mentally strong.