

WORTH MENTIONING
A List of New Books Compiled by
The Management and Government Information Center (MAGIC)
Chinn Park Regional Library
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Autumn 2007



Indicates titles relating to the FISH Philosophy

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

Firing Back: How Great Leaders Rebound after Career Disasters by Jeffrey Sonnenfeld & Andrew Ward, 2007

Firing Back offers a clear plan for anyone who needs to restore a soiled reputation after a major professional setback. The authors have developed a five step process specifically for surmounting common barriers to career recovery. They believe that "...these steps will help guide you through difficult circumstances." Chapter 12, "Creating Triumph from Tragedy," summarizes six "lessons learned from legends and losers."

A Leader's Legacy by Jim Kouzes & Barry Posner, 2007

Kouzes and Posner explore the question of leadership and legacy. They examine "...critical questions all leaders must ask themselves in order to leave a lasting legacy." The book is organized into 22 chapters which are actually essays grouped into four categories: Significance, Relationships, Aspirations, and Courage. The authors' goal is "...liberate the leader in everyone, and ultimately, how the legacy you leave is the life you lead."

Quick Emotional Intelligence Activities for Busy Managers: 50 Team Exercises that Get Results in Just 15 Minutes by Adele B. Lynn, 2007

Lynn opines that if outstanding performers don't have the skills to function as a team player, the goals of the unit will probably suffer. In addition, she believes that these "...critical teamwork skills are rooted in the team members' emotional intelligence." The author's intention is to enhance that emotional intelligence factor. The exercises that she has designed address seven steps for improving emotional intelligence: observe, interpret, pause, direct, reflect, celebrate, and repeat.

The Speed of Trust: The One Thing that Changes Everything by Stephen M. R. Covey with Rebecca R. Merrill, 2007

Covey articulates why he believes that "...trust has become the key leadership competency of the new global economy." He makes the case that "...trust is a measurable accelerator to performance." Moreover, the author informs readers how to inspire lasting trust in both their professional and personal relationships. His discussion incorporates 13 behaviors which he perceives are common to high-trust leaders throughout the world. (Note: The author is the son of Stephen M. Covey who wrote the best selling **The 7 Habits of Highly Effective People**.)

True North: Discover Your Authentic Leadership by Bill George with Peter Sims, 2007

George is the former CEO of Medtronic and bases this book on his own simple premise for leadership: understand your own life story. He writes: "When you are aligned with who you are, you find coherence between your life story and your leadership." He conducted 125 interviews with individuals considered to be at the pinnacle of their respective fields—from Howard Schultz of Starbucks fame to even Oprah Winfrey. The prevalent theme is that you can transform your leadership path by knowing your authentic self.

The Truth about Being a Leader...and Nothing but the Truth by Dr. Kaen Otazo, 2007

There are a variety of opinions about what constitutes effective leadership. Nonetheless, Otazo believes that "...all leadership situations have truths in common..." And she also notes that the common pitfalls are more hazardous for those recently promoted. Consequently, the author has prepared a primer with "...simple, easy-to-use techniques for smoothly assuming new leadership roles." It is organized into 52 chapters which highlight 52 "truths" about leadership.

"*How Successful Leaders Think*," by Roger Martin (**Harvard Business Review**, June 2007, pp. 60-67) debunks the notion that we can be successful by emulating what effective leaders do. Martin argues that this focus is misplaced, and that the more productive approach "...is to look at how such leaders think." He believes that the true hallmark of leadership is a "...process of consideration and synthesis rather than superior strategy or faultless execution."

BUSINESS

Be the Elephant: Build a Bigger, Better Business by Steve Kaplan, 2007

This book is not a sequel to Kaplan's previous "elephant" book **Bag the Elephant (Worth Mentioning**, Winter 2006). The former addressed snaring big customers, while this tome discusses how to make your business "...big enough to make a difference." The author's intent is to dispel the perceived "mysteries" and "fears" associated with growing bigger. In the process, Kaplan provides a playbook for avoiding the twin dilemmas inherent in growth: "grow too slowly and wither, or grow too fast and lose control." If you wish to learn more, go to www.differencemaker.com.



The Power of Nice: How to Conquer the Business World with Kindness by Linda Kaplan Thaler & Robin Koval, 2007

The authors like to visualize their approach as "chocolate and flowers" vs. "dog-eat-dog mentality." They demonstrate why, contrary to conventional wisdom, nice people finish first. The authors show that "nice" companies "...have lower employee turnover, lower recruitment costs, and higher productivity." Nice is not naïve, however. From the authors' perspective, it denotes "...clear-eyed confidence that comes from knowing that being very nice and placing other people's needs on the same level of your own will get you everything you want."

Trust Your Gut: How the Power of Intuition Can Grow Your Business by Lynn A. Robinson, 2007

Robinson does not discount the requisite research and analysis of facts in the decision making process. What she stresses, though, is to rely on another element when logic and analysis do not provide what we need. That element is "intuition," one of the fast spreading buzzwords in business. Robinson shows how to "...access this incredibly valuable inner resource to routinely make successful decisions." Her point is that there are times when you have nothing to go on, no information. "That's when knowing how to access your intuition can be most helpful."



What Happy Companies Know: How the New Science of Happiness Can Change Your Company for the Better by Dan Baker, Ph.D., Cathy Greenberg, PhD, & Collins Hemmingway, MA, 2007

The authors claim that well-adjusted, psychologically healthy companies are best prepared to succeed. In essence, happier organizations simply perform better. The authors identify the key traits of

“happy organizations,” and present tools and best practices for infusing these traits throughout an organization. They believe that their proposals will “...overcome even the most ingrained culture of negativity.”

Wikinomics: How Mass Collaboration Changes Everything by Don Tapscott & Anthony D. Williams, 2007

Tapscott and Williams contend that the advent of wiki is more than just software that enables multiple users to edit websites. Rather, they describe it as “...a metaphor for a new era of collaboration.” Their hypothesis, therefore, is that “...masses of people can participate in the economy like never before...” through the spread of online technology. The authors posit that these changes will disperse productive capability; and that “...value creation will be fast, fluid and persistently disruptive.” They argue that this will have a salutary effect since smart firms can harness this new collective capability and genius to spur innovation, growth, and success. As a result, hierarchies are not vanishing, but new models are emerging “...based on community, collaboration, and self-organization rather than hierarchy and control.” Go to www.wikinomics.com if you wish to participate.

Winning: The Answers Jack & Suzy Welch, 2007

In 2005, the Welch's published their bestseller **Winning**. That book generated literally thousands of questions about virtually every business and career challenge. **Answers** responds to the most relevant of these questions, discussing 260 of them in six general categories: global competition; leadership; management principles and practices; careers; privately held; and winning and losing. In tandem, the two books form the basis for a graduate seminar that Jack Welch conducts at MIT's Sloan School of Management.

WORKPLACE

30 Reasons Employees Hate Their Managers: What Your People May Be Thinking and What You Can Do about It by Bruce L. Katcher with Adam Snyder, 2007

The authors' approach is from employees' point of view, but with the intent of helping managers identify what makes “...employees stop caring, stop producing, and start looking for other work.” Katcher and Snyder do allow that the problem isn't always an individual boss. They note that “Manager” too frequently becomes synonymous with “management.” Many “hidden” employee complaints are analyzed, and each chapter includes a Solutions Section. The whole discussion is conveniently summarized on pages 195 & 196, especially citing three key elements: listen to employees; involve employees; start small, and big things will happen.

Bridging the Generation Gap: How to Get Radio Babies, Boomers, Gen Xers, and Gen Yers to Work Together and Achieve More by Linda Gravett, PhD & Robin Throckmorton, MA, 2007

The authors present a study of the current multi-generational workforce and resultant philosophical contentions. Their intent is to help members of any generation relate to other age groups “...to minimize conflict, miscommunication, and wasted energy.” Gravett and Throckmorton demonstrate how people can come from different perspectives and yet collaborate to achieve mutually satisfying results. In essence, this book tackles the common friction between the “young pup” and “the way it has always been done.”



The Elegant Solution: Toyota's Formula for Mastering Innovation by Matthew E. May, 2007

May explains that Toyota's phenomenal success is not about cars, but is rather the result of what he terms “the hidden creative process that begins with a seven digit number.” The number is one million, and reflects how many new ideas the corporation attempts to implement every year. The author believes that any organization aspiring for innovation can create the same environment. He views this book as a “...tactical playbook for team-based innovation...” with three core principles and ten key practices to shape successful innovation.

The Hamster Revolution: How to Manage Your Email Before It Manages You by Mike Spong, Vicki Halsey & Tim Burrell, 2007

This book is based on the question: Is email taking over your life? If so, the authors have devised a simple system that helps eliminate needless emails, write better messages, and retrieve information in a flash. You might think, though, that you're so swamped that you don't have time to read another how-to book. That's no excuse according to management guru Tom Blanchard who wrote the foreword. He claims that you can read it in a mere 90-minutes.

CAREER ENHANCEMENT

Cut to the Chase: and Other Rules to Liberate Yourself and Gain Back the Gift of Time by Stuart R. Levine, 2007

The title is based on the old phrase emphasizing getting-to-the-point. It is not another time management book, but rather explains how to help people stay focused in today's 24/7 environment. Levin believes that the most successful individuals "...approach each task with clarity, focus, and purpose." In other words, they make the best use of their time and energy. He notes that it is not only important to take control over your time, but also to not let others waste it.

Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance by Marcus Buckingham, 2007

Buckingham's premise is based on research indicating that only 17 percent of the workforce fully uses their personal strengths. His intent is to demonstrate to the reader how to actually apply these unique assets to achieve maximum success at work. The author has developed a six step, six week program that "...will reveal the hidden dimensions of your strengths." He is confident that these structured exercises will become part of your regular workweek.

Hit the Ground Running: A Woman's Guide to Success for the First 100-Days on the Job, by Liz Cornish, 2007

It is axiomatic that the first 100-days of a new job are a crucial time. Errors or misjudgments during this period can create a crisis of confidence. Cornish believes that it is even more so for a woman moving to the management echelon. Consequently, **Hit the Ground** provides not only "...blueprint for achieving instant success in those challenging first days..." but also emphasizes the pitfalls women often encounter in the workforce. An Epilogue also presents a concise review of "Why Organizations Should Care about the First 100 Days."

Smarts: Are We Hardwired for Success by Chuck Martin, Peg Dawson EdD & Richard Guare PhD., 2007

The authors explore what qualities truly define successful people. They propose that we all possess twelve specific and important cognitive functions. Although these skills are mainly unchangeable by adulthood, "...they can be enhanced." The authors address this latter aspect by presenting "Executive Skills strategies and tactics" that can help improve your life at work. These "Executive Skills" will help "...you become much more aware of how your strengths and weaknesses play out in various circumstances."

Success Built to Last: Creating a Life that Matters by Jerry Porras, Stewart Emery, & Mark Thompson, 2007

This book is based on interviews with over 200 people whom the authors believe "...have made a difference in their field, profession, or community..." but who have also lived a life that mattered. The latter point is a "...principle that is starting to emerge in books about organizational performance and leadership..." From the authors' standpoint, success is based more on "...discovering what matters to us as individuals..." rather than finding the best idea, organizational structure, or business model. They

portray it as a “matter of alignment;” i.e., knowing which behaviors you want from yourself, from your team, and in your organization.

What Got You Here Won't Get You There: How Successful People Become Even More Successful by Marshall Goldsmith with Mark Reiter, 2007

Goldsmith discusses not only the key beliefs of successful leaders, but also the behaviors that hold them back—that one thing standing between you and the next level of achievement. Indeed, his professional title is Executive Coach. The author's intent is to provide guidance for “...people who have lost their internal ‘You Are Here’ map.” His intriguing final exercise is to envision being 95 and ready to die, and what advice you would have for “you.” Goldsmith has found three recurring themes: reflect upon life, to find happiness and meaning now; friends and family; and finally follow your dreams.

ET CETERA

Brave New Ballot: The Battle to Safeguard Democracy in the Age of Electronic Voting by Aviel D. Rubin PhD, 2007

Rubin wants you to know your rights when you use an electronic voting machine. The author's concerns are based on a study of “...the code that operates the machines in 37-states.” As he defines it, the crux of the problem is the “source code,” a closely held proprietary secret. His research team determined that “...all votes are recorded on a single removable card similar to the one in a digital camera...,” but there is no way to determine if the card let alone the code has been tampered with. The author believes that jurisdictions rely on the efficiency of electronics too “...heavily without taking the proper precautions.” Rubin includes a compendium or resources (pp. 269-270) that includes pertinent websites and publications.

Where Have All the Leaders Gone? By Lee Iacocca, 2007

This book is classic Iacocca, both iconoclastic and bombastic, but with meaningful insights. But he isn't aiming solely at executive level leadership—he includes what he perceives as the lack of leadership initiative of ordinary citizens. Central to his new book is “...the concept of a leadership template...what he terms The Nine C's of Leadership.” They are: curiosity, creativity, communication, character, courage, conviction, charisma, competence, and common sense. Iacocca does admit, though, that “...nobody has them all.” It should be noted that **USA Today** (pp. 1B & 2B, April 23, 2007) cautions that the book seems “...largely a tirade against President Bush...,” though Iacocca does disparage other high profile personalities and institutions.