

**WORTH MENTIONING**  
A List of New Books from  
The Management and Government Information Center (MAGIC)  
Chinn Park Regional Library  
703-792-4880  
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*indicates titles relating to the FISH Philosophy*

### ***Leadership***



**1001 Ways to Reward Employees** by Bob Nelson, PhD (2005)

Nelson contends that recognition for a job well done is the top motivator of employee performance. This theme is predicated on three factors revealed by his extensive research: all managers broadly agree that employee recognition enhances performance; the vast majority of managers attained the results they anticipated; and 78% of employees stressed the importance of personal recognition. The author also notes that "...the most highly valued forms of recognition have shifted from the formal to the informal and spontaneous..." His website is [www.nelson-motivation.com](http://www.nelson-motivation.com).

**Perfect Solutions for Difficult Employee Situations** by Sid Kemp (2005)

This book builds upon two aspects which Kemp believes are critical for managerial effectiveness. First, the leader creates the tone or environment of a group, since that attitude and approach to people are contagious. Second, Kemp affirms the maxim that employees join organizations but leave managers. The author argues that these can be reinforced through emotionally intelligent solutions for every workplace situation, from when an employee must be laid off to an office romance to negotiating salaries. (Note the complementary new book **Emotional Intelligence Quick Book** reviewed under Personal Enhancement, below) Supplements and updates to this book are at [www.qualitytechnology.com](http://www.qualitytechnology.com).

**The Winning Spirit: 16 Timeless Principles that Drive Performance Excellence** by Joe Montana and Tom Mitchell, PhD.

Management circles have long trumpeted sports metaphor. Now they've taken to heart the leadership principles espoused by Joe Montana, widely considered the best NFL quarterback. A decade after his retirement, Montana relates how to extend performance excellence to all areas of life. (In this vein, his co-author is a performance coach.) Montana believes that the key is to win the "inner game," which includes accountability and responsibility, as well as desire, enthusiasm, effort, and appreciation.

**Wooden on Leadership** by John Wooden in collaboration with Steve Jamison, 2005

As with Joe Montana, John Wooden was arguably the best in his field – the most renowned college basketball coach. Wooden contends, though, that his preeminent desire was not to purely win but to teach his players to become the best team that they could be. This memoir, therefore, features not only pivotal moments in his career, but also links them to the 15 leadership qualities inherent in his famous "Pyramid of Success."

The two books outlined above illustrate how corporate leaders have traditionally borrowed from successful sports strategies. However, **USA Today** recently reported the converse. "*Business Leadership Book Wins Fans in NFL*" (November 28, 2005; pp 1B-2B) notes that lately NFL coaches "...are learning a thing or two from a business book about winning tactics in the workplace." **The Five Dysfunctions of a Team** has become a must read for them. Some use it to build cohesion, others to improve staff relations, and some in specialized situations such as trades. (**The Five Dysfunctions of a Team** was reviewed in the Autumn 2002 **MAGIC NEW BOOK LIST** and the sequel, **Overcoming the Five Dysfunctions of a Team – A Field Guide for Leaders, Managers, and Facilitators**, was included in the Summer 2005 **Worth Mentioning**.)

"*Managing Authenticity: The Paradox of Great Leadership*" (**Harvard Business Review**, December 2005, pp 87-94) examines the growing dissatisfaction with "sleek, ersatz, airbrushed leadership." The authors, Rob Goffee and Gareth Jones, cite Jack Welch to introduce their main point: "Try to lead like someone else and you will fail." They do acknowledge, though, that a true leader has to be many things to many people. But a great leader seems to know which personality traits should be revealed to whom. Ergo, "authenticity" itself can end up being contrived. Indeed, the authors intriguingly conclude that "all authentic leaders are complicated and contrived." For your copy of the article, contact MAGIC.

## **BUSINESS**

**Competition Demystified: A Radically Simplified Approach to Business Strategy** by Bruce Greenwald and Judd Kahn, 2005

Greenwald and Kahn opine that "executives often confuse strategy with planning." As a result, too many leaders fail to exploit the basic advantages of their success. The authors offer an easy-to-follow program for analyzing and understanding the competition. They illuminate their principles with examples of prominent companies; e.g., Wal-Mart, Coors, Apple, and Coca-Cola. The essence of their proposition is the penetrating question: "Are there barriers to entry that allow you to do things that other firms cannot?"

**Creating the #1 Sales Force: What it Takes to Transform Your Sales Culture** by Jim Kasper, 2005

Kasper believes that sales philosophies are reflective of a phenomenon known as "sales cultures." In effect, earnings pressure and the strain to retain market share have created the ultimate challenge for sales executive: converting that culture. As a consequence, countless companies are struggling to transform their organizations to compete in "the new marketplaces." The author presents a ten-step process to successfully complete the transformation. He includes a special Appendix, *The 14 Sales Culture Transformation Tenets* (p 257) for quick reference.

**Latino Boom: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market** by Chuqui Cartagena, 2005

This book is a business primer on the Hispanic market in the United States. Cartagena intends it to be the first step in understanding the importance of this rapidly expanding market. She underscores its significance by citing: Hispanics are the largest minority in the country; Latinos are one of the fastest-growing demographics; these trends will continue to affect the population for the foreseeable future; and Hispanic buying power is also rapidly expanding. As a result, she exhorts companies to change the way they do business.

**Why Business People Speak like Idiots: A Bullfighter's Guide** by Brian Fugere, Chelsea Hardaway, and Jon Warshawsky, 2005

The three authors castigate the bloated, professional jargon so prevalent in the business world. They admit to being on a crusade to extirpate the “endless stream of filtered, antiseptic, jargon filled corporate speak.” The authors opine that it’s a direct result of what they term “the four traps: obscurity, anonymity, hard sell and tedium.” They believe, however, that there is a definite opportunity for change since “...great business leaders live life outside the four traps.” They also have compiled a unique glossary – “Resources: A Bull Spotter's Guide” (pp 167-174).

## **CUSTOMER SERVICE**



**Bag the Elephant: How to Win & Keep BIG Customers** by Steve Kaplan, 2005

Kaplan has developed a marketing strategy to secure that elusive giant customer — what he terms “the Elephant.” His ideas are instructive for a broad business spectrum from a business owner to a sales manager to an executive in a larger company to a professional with an independent practice. He purposely construes big customers as elephants: “Because they are huge, slow-moving, ponderous, strong, slow to react...and because they require enormous amounts of input...” This is the first in a proposed series of books designed to solve real business issues. In addition, Kaplan has established *The Difference Maker, Inc.*, a business that provides advice, leadership, and practical know-how. To learn more, go to [www.differencemaker.com](http://www.differencemaker.com).



**The Ice Cream Maker: An Inspiring Tale about Making Quality the Key Ingredient in Everything You Do** by Subir Chowdhury, 2005

This is a simple tale about a regional ice cream manufacturer and its struggle to sell to a national chain, with the inherent example of instilling quality. The simplicity and style are certainly similar to that of Ken Blanchard's **The One Minute Manager** recollected below in **...And Worth Revisiting**. Chowdhury underscores the point by noting that Americans are great at innovation but lose markets to quality conscious foreign manufacturers. Like **Fish!**, this book offers essential lessons about achieving excellence. Rather than citing the usual extensive research or case studies, though, the author laces the account with emollient aphorisms: “quality is defined by the customer; focus on what you do, not just the results; the better you treat your employees, the better they treat your customers; the real measure of performance is not how you do at your best, but how you do at your worst,” etc.

## **PERSONAL ENHANCEMENT**

**The Emotional Intelligence Quick Book: Everything You Need to Know to Put Your EQ to Work** by Travis Bradberry and Jean Greaves, 2005

Bradberry and Greaves explain how understanding and utilizing emotional intelligence (EQ) can be the key to exceeding goals and achieving full potential. They demonstrate how this other kind of “smart” helps us to decrease our stress, increase productivity, and understand our emotions. However, they allow that, as a concept, EQ is more difficult to identify and measure than IQ or experience, “...and certainly more difficult to capture on a resume’, but its power cannot be denied.” The authors have developed unique steps to engage, increase, and apply your EQ.



**The Productivity Handbook: New Ways of Leveraging Your Time, Information, & Communications** by Donald E. Wetmore, 2005

Wetmore believes that true productivity doesn't mean accomplishing more things faster but being more effective. In essence, productivity per se exceeds the scope of plain time management, although "time" is certainly an inherent element of what the author terms "the productivity triangle." He offers tips and techniques regarding the three components: prioritizing your time; communicating with others; and absorbing information. Wetmore also provides useful appendices for charting your own productivity development: Time Log; Crisis Management Log; and a Life Chart.

**The Resiliency Advantage: Master Change, Thrive Under Pressure, and Bounce Back from Setbacks** by Al Siebert, PhD, 2005

Siebert outlines his precepts of what he terms "the survivor personality;" i.e., traits to cope with workplace challenges. Moreover, he reports almost half of the inquiries that he receives come from *public sector* groups, "...struggling to sustain essential services after layoffs and budget reductions." Consequently, he touts his book as being the "...first job-related, coping-skills book to consider challenges faced by public sector employees."

Globalization, evolving markets, and rapid technological advances pose serious career implications. "Intelligent Career Navigation" (**Training and Development**, May 2005, pp. 77-80) discusses these uncertain times and the need for a different way of thinking. The authors opine that an intelligent career picks up where an intelligent organization leaves off, within a framework of three "ways of knowing": why we work, how we work, and with whom we work. They invite the reader to engage in "...a deeper, inherently subjective interpretation of our own career situation..."

### **INTERPERSONAL COMMUNICATION**

**The Secrets of the People Whisperer: A Horse Whisperer's Techniques for Enhancing Communications and Building Relationships** by Perry Wood, 2005

Communication, whether good or bad, is a huge issue in every area of our lives, from business to family to friendships. Wood's intent is to help the reader become a highly skilled communicator. And he intends it to be at "...every level, mentally, verbally, physically and spiritually." The author develops guidelines for "...interacting with kindness, understanding, skill, power and subtlety." It's easy to recognize, then, why he patterns his title after the popular Robert Redford movie. Visit [www.thepeoplewhisperer.com](http://www.thepeoplewhisperer.com) for additional information.

**You Can't Talk to Me That Way! Stopping Toxic Language in the Workplace** by Arthur H. Bell, PhD, 2005

This book allows you to look at the problem of verbal abuse through many sets of eyes. Bell argues that abusive language has consequences of some kind at every level, even though management tends to overlook it. To counter this prevalent situation, he provides information about your options within the organization and even through legal channels. But confrontation is not his intended goal. Instead, he wants to help find "...more productive, less destructive ways of relating to one another at work." Bell can be contacted at [bell.a@sbcglobal.net](mailto:bell.a@sbcglobal.net).



**...And Worth Revisiting:** A quarter century ago, Kenneth Blanchard literally burst to the top of management circles with publication of **The One Minute Manager**. By today's standards, it is a short book at a mere 111 pages. He eschewed academic theory and statistics. Instead, Blanchard introduced the "parable style," supplemented by thought provoking pronouncements that have now gained adage status, such as "People who feel good about themselves produce good results; Help people reach their full potential, catch them doing something right; The best minute I spend, is the one I invest in people." The publisher termed his ideas "...a revolutionary new management method..." which it proved to be. In essence, the author stressed the human element, and enumerated seven major points (p. 44) that comprise the one minute approach for increasing productivity, profits, job satisfaction, and personal prosperity.