

## WORTH MENTIONING

A List of New Books compiled by  
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/MANAGEMENT

**Courage: The Backbone of Leadership** by Gus Lee with Diane Elliott-Lee, 2006

The authors' major theme is that ethical businesses profit more in the long term because "...morally courageous leaders inspire their organizations toward sustained success." The Lees believe that all leaders will eventually face two critical factors: "Points of Decision" at key institutional intersections where crises test high core values; and courageous behavior in alignment with those core values.

**Crunch Point: The 21 Secrets to Succeeding When It Matters Most** by Brian Tracy, 2006

Arguably, this book could be considered a companion text for **Courage** (supra). Tracy demonstrates how to navigate major crises that have the inherent potential to derail an organization or even personal life. He presents 21 practical techniques for overcoming any setback, from taking control of the situation to cutting your losses. His intent is to provide the skills and confidence to bounce back.

**Leading at a Higher Level: Blanchard on Leadership and Creating High Performance Organizations** by Ken Blanchard, 2007

Blanchard's latest work uniquely combines the two themes currently prevalent in management circles: leadership and high performance organizations. He and his associates sketch a blueprint of how to successfully integrate the two into a "triple bottom line." In essence, a leader must create a compelling vision "...in which the energy of everyone in the organization is aligned; i.e., everyone knows who they are, where they're going, and the guiding values." The final chapter is dedicated to *Determining Your Leadership Point of View*, and includes a "companion online resource" (p. 299) for access to a free virtual conference.

**Leading from the Front: No Excuse Leadership Tactics for Women** by Angie Morgan and Courtney Lynch, 2006

**Leading from the Front** demonstrates how to start leading your life rather than allowing your life to lead you. Morgan and Lynch do not claim to be born leaders, but attribute their leadership skills to their years in the U.S. Marine Corps. Based on that unique experience, they contend that leadership comes down to behavior, but that few women understand how their behavior can help or hurt their career. To compensate, the authors developed 10 leadership principles which will "...affect your productivity, your attitude, and your reputation."

**The Managerial Moment of Truth: The Essential Step in Helping People Improve Performance** by Bruce Bodaken and Robert Fritz, 2006

Bodaken and Fritz provide a “dynamic technique” to help people correct mistakes, learn from past performance, and adjust substandard processes. They base their step-by-step program on confronting rather than avoiding the MMOT—Managerial Moment of Truth. In essence, managers should “...make corrections when they are small and insignificant, well before they become a chronic bad habit...”



**Revved: An Incredible way to Rev up your Workplace and Achieve Amazing Results** by Harry Paul and Ross Reck, Ph.D., 2006

During the summer of 2003, **MAGIC** began a series of seminars introducing the *FISH Philosophy*. Harry Paul was one of the coauthors of the bestselling book **FISH**, on which that philosophy is based. His new kind of business model embodies that style: “caring for people is your capital investment and the returns redefine your bottom line.” As with **FISH**, the authors define how to inspire people to work harder, reach higher, and achieve more. Succinctly, their three-step program is: “Win them over; Blow them away; Keep them revved.”

**Silos, Politics and Turf Wars: A Leadership Fable about Destroying the Barriers that Turn Colleagues into Competitors** by Patrick Lencioni, 2006

Lencioni addresses the costly issue of what he terms “silos,” the barriers that create organizational politics. Turf wars have been around for eons. But few books have specifically considered the cost in misdirected organizational energy. The author insists that leaders must go beyond behaviors and face the issues at the heart of departmental separation and the resultant politics. The purpose of this book is to present a simple tool for confronting those issues.

“*Innovation: The Classic Traps*,” by Rosabeth Moss Kanter (Harvard Business Review, November 2006, pp.72-83) discusses the basic premise that “...every few years, innovation resurfaces as a prime focus...” but that organizations tend to repeat the mistakes they made the last time. Kanter contends that, too often, “...grand declarations about innovation are followed by mediocre execution.” The consequent anemic results can be attributed to misconceptions about the interdependence of strategy, process, structure, and skills. On p.79 the author presents “lessons” regarding those four organizational aspects.

By the way, **HBR** now includes Executive Summaries of its major articles at the back of each issue; e.g., the summary for the above article is on p.154.

## **BUSINESS**

**The Geek Gap: Why Business and Technology Professionals Don't Understand Each Other and Why They Need Each Other to Survive** by Bill Pflieger and Minda Zetlin, 2006

Business professionals and technology workers seemingly have no problem following the lingo of their respective specialties. The authors believe, though, that communication difficulties surface because neither side “...fully understands—or wants to understand—the other.” It has blossomed as a big problem in a technology-dependent environment. Pflieger and Zinda explore this ensuing culture clash and provide a practical guide to working together effectively.

**Small is the New Big: And 183 other Riffs, Rants, and Remarkable Business Ideas** by Seth Godin, 2006

Godin is best known for two previous popular books **The Purple Cow** and **The Big Moo (Worth Mentioning)**, Winter 2006). His latest one is actually a compendium of eight years of his best blog posts, magazine columns, and e-books. Godin's intent is to change how you work, what you buy, and how you see the world. He confidently states: "I dare you to read any ten of these essays and still be comfortable settling for what you've got." Pages 277-310 include a "Special Bonus! \$243 Worth of Free E-Books, Reprinted Here at No Extra Charge."



**What Happy Companies Know: How the New Science of Happiness Can Change Your Company for the Better** by Dan Baker PhD, Cathy Greenberg, PhD, and Collins Hemingway, MA, 2006

*Shades of Fish Philosophy!* The authors opine that well-adjusted, psychologically healthy companies are best prepared to succeed. "Happier organizations simply perform better." The authors proceed to define what they mean by a "happy company" and outline the integral qualities (pp. 278-279). They also demonstrate how to create that special organizational culture, infusing the traits throughout every level of the organization.

## CUSTOMER SERVICE

**The Must-Have Customer: 7 Steps to Winning the Customer You Haven't Got** by Robert Godman with Armin Brott, 2006

Godman shares the insights and strategies that he has developed over forty years as a consultant. His goal is to help companies achieve sustained, profitable growth. The author first describes how to assess your company's position in the marketplace. He then shows not only how to keep your best customers, but also how to identify and attract the customers you don't have. His program also will help you identify the must-have employees who will assure that your organization keeps the must-have customers.

**Negotiation Boot Camp: How to Resolve Conflict, Satisfy Customers, and Make Better Deals** by Ed Brodow, 2006

Brodow begins with the basic premise that we find ourselves in negotiations every day. He then proceeds to "drill" the reader on the basic skills needed to master the art of negotiation. His goal is to help you settle conflicts in the classic win-win style. He also explains "...how to negotiate for things most readers never knew were negotiable..." e.g., department store purchases, medical costs, loan rates.

**The Outside-In Corporation: How to Build a Customer-Centric Organization for Breakthrough Results** by Barbara E. Bund, 2006

Bund believes that "inside-out" thinking is the norm in the business community; i.e., decision makers "...base their strategies on conclusions derived from that internal perspective." She contends, though, that internal operations are not the proper approach for customer satisfaction. To compensate, the author outlines a revolutionary approach for developing strategies that "...are designed and implemented from the perspective of your customers." She bolsters her argument by citing examples from IBM, Dell, FedEx, and eBay.



**Treat Your Customers: Thirty Lessons on Service and Sales that I Learned at My Family's Dairy Queen Store** by Bob Miglani, 2006

Miglani reveals the secrets of customer service that he learned behind the counter of family's Dairy Queen store. He's now an executive in a Fortune 500 company, but believes that the same practices are applicable in the big-time corporate environment. The book is a mere 152 pages and cuts to the essence of great customer service, providing clear and concise techniques. Seven "stories" are interwoven to exemplify successful customer service practices. Miglani provides a table on page 147 comparing each story with an appropriate "Business Lesson."

## WORKPLACE

**Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent** by Ken Dychtwald, Tamara J. Erickson, and Robert Morison, 2006

Many recent books and news accounts have addressed the aging boomer generation in general. **Workforce Crisis** considers the resultant loss of this massive talent pool specifically. The authors argue that consequently organizations "...must rethink their workforce strategies and transform their management and human resources practices..." They have scoped the proposed strategies around three significant age groups or "cohorts" as they describe them: Mature (55+ years old); Mid-career (35-54 year old); and Young (18-34 years old). They trust that the proposals provide practical advice for managers, and even include a "Readers' Discussion Guide" beginning at page 235.

## CAREER ENHANCEMENT

**More than 85 Broads: Women Making Career Choices, Taking Risks, and Defining Success on Their Own Terms** by Janet Hanson, 2006

This book introduces the reader to a remarkable group of women "...who all define success on their own terms." It is Hanson's account of how she built 85 strong and talented women into a groundbreaking global network, "a community" as she terms it. And networking is one of the author's major, if not prime, themes. The collective advice covers aligning passion with career, making career decisions, and successfully fulfilling career ambitions.

## ET CETERA

**An Army of Davids: How Markets and Technology Empower Ordinary People to Beat Big Media, Big Government and Other Goliaths** by Glenn Reynolds, 2006

Reynolds is probably best known for being the moving force behind the popular Instapundit.com. In this book, though, he takes his commentary into the realm of how modern technology empowers the proverbial "little guy" to finally make "...a huge economic and social impact." Reynolds explores the individual's surprisingly strong influence in fields previously the domain of the Goliaths, from arts and entertainment to business to politics, etc. His *do-it-yourself* mantra is intended to produce the provocative impact of "...the triumph of personal technology over mass technology."