

WORTH MENTIONING
A List of New Books Compiled by
The Management and Government Information Center (MAGIC)
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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

The Accountable Leader: Developing Effective Leadership through Managerial Accountability by Brian Dive, 2008

The author professes to focus on leadership, accountability, and organizational structure, but his emphasis is truly on the latter. Dive explores how managers must be accountable at all three levels, and he illustrates how there is a symbiotic relationship. He believes that the core elements of an organization must include "...structure, decision rights, information flows and motivators." He describes these elements as an organization's DNA, since collectively "...they determine its culture and collective capabilities." Dive stresses: "If organizations are really concerned about creating the climate for their people to fulfill their true potential...they cannot afford to ignore the link between structure and effective leadership."

Improve Your Coaching & Training Skills by Patrick Forsyth, 2008

This book provides practical guidelines for effective staff development, and is primarily for line managers. Although staff development certainly isn't a new concept, Forsyth observes that it is a vital effort in a rapidly changing world. "Nothing allows a manager to achieve more than...having a good team firing on all cylinders...." Moreover, the rapid pace of change creates an environment in which many "...skills must be extended and new skills must be acquired." The author terms this situation "people maintenance." He notes that it is time well spent.



Left on Red: How to Ignite, Leverage, and Build Visionary Organizations by Bill Glynn, 2008

Glynn presents an insider's view of the way great organizations are built. They just don't suddenly appear, but are created by "...maverick leaders...willing to throw out the rules." As the author notes: "They don't just 'think outside the box'—for them there is no box at all." The author's over-riding theme is that true innovators overcome the most complex constraints. Such leaders in turn seek out visionary employees, encourage risk taking, and explore all avenues toward improvement.

Microsoft 2.0: How Microsoft Plans to Stay Relevant in the Post-Gates Era by Mary Jo Foley, 2008

Foley describes the Microsoft people, products, and strategies that will be key for the next generation Microsoft. The author is uniquely insightful since she has spent 25-years observing and writing about the corporation. She basically explores the primary question: "Who's going to be in charge?" The post Bill Gates executive leadership will probably include a variety of characters, because the author doesn't "...see another Bill Gates arising from within the company." As a result, Foley ponders whether Microsoft might be too big for a single leader. Instead, the organization could evolve into a "collection of Microsofts, each with a distinct culture and leadership. She thoroughly explores the various aspects Microsoft now confronts at this critical corporate crossroads.

BUSINESS

12 Factors of Business Success: Discover, Develop, and Leverage Your Strengths by Kevin Hogan, Dave Lakhani, & Mollie Marti, 2008

Hogan and his associates explain how to develop the same set of skills and attitudes that drive today's best business performers. The authors don't incorporate business buzzwords or trendy ideas. They instead expostulate that "...the factors that lead to real lasting success are universal." In essence, they explore three essential steps toward success: 1) know where you are; 2) where you're going; 3) the actions to get you there.

The Home Office from Hell: Transform Your Underperforming, Time-Sucking Business into A Runaway Success by Jeffery A. Landers, 2008

This book is intended for your edification if your home office fits either of the following descriptions: "...completely dysfunctional, client repelling office space in the home that makes one lose money." or "...an office that more resembles a playroom than a professional space." Landers is not being facetious in posing those questions because he asserts that potential clients would assume that your work would be just as disorganized and unprofessional. He offers advice on how to achieve a more professional appearing environment.

Next Question: An NFL Super Agent's Proven Game Plan for Business Success by Drew Rosenhaus & Jason Rosenhaus, 2008

Drew and Jason Rosenhaus form an over-achieving brother act that is presently at the pinnacle of the highly competitive sports agent field. And they want to share the secrets behind that success. It has not been easy. Drew Rosenhaus especially emphasizes the primary theme: "...ignore all negativity, believe in your ability to succeed, maintain your confidence, and just work hard...." The authors consider **Next Question** "...a playbook for entrepreneurs who want to get to the top of their profession...."

The venerable insurance agency, Lloyd's of London, recently released an international survey which indicates that "...the rest of the world is starting to catch up to the USA in lawsuits...." In an interview with **USA Today** ("Training of Staff Key to Avoiding Lawsuits," September 15, 2008, p. 3B) Lloyd's CEO Richard Ward emphasizes responsive staff training, noting that the key is to prevent lawsuits, not to react to them; i.e., deal with customer complaints at the outset—don't let them escalate.

CUSTOMER SERVICE



Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today's Consumer-Driven World by Pete Blackshaw, 2008

Blackshaw contends that in the internet age the balance of power for today's businesses has shifted from the board room to the consumer. With the advent of venues such as Consumerist.com, a single disgruntled customer can broadcast a negative opinion to virtually millions. The author instructs business leaders to develop a "...framework for building credibility into everything they do." He recognizes, however, that problems do occur. Accordingly, Blackshaw outlines a host of steps to take in Chapter 9, "When Your Company is Googled: Troubleshooting." **Publisher Weekly Review** describes this book as "...thoughtful and engaging..."

WORKPLACE

Beyond Bullsh*t: Straight –Talk at Work by Samuel A. Culbert, 2008

Culbert boldly announces: "Being misled and misleading others is part of the daily routine." This constant deception and obfuscation at work is what he identifies as "bullsh*t." Culbert discusses the various personal agendas, emotional involvements, and even hidden biases that actuate deceitful attitudes. He is convinced, though, that straight-talk at work is possible. It entails three aesthetic qualities: sincere interest in and curiosity about people; greeting people with an open heart; and exhibiting a non-

collusive style of loyalty. In essence, the author believes that the remedy is thoughtful and caring relationships.

Saving the World at Work: What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference by Tim Sanders, 2008

This book is predicated on a movement which Sanders terms the *Responsibility Revolution*. He propounds that it will force companies to concentrate on their social responsibilities—not just profits. “Companies that focus solely on profits are out of sync with the time.” As a result, the author believes that the Responsibility Revolution “...will redefine innovation, branding, leadership, management excellence, and courage in the business world....” He encourages every individual to be a participant, from the board room to the assembly line.

Why Work Sucks and How to Fix It by Cali Ressler & Jody Thompson, 2008

“Our beliefs about work...are outdated, outmoded, out to lunch...” Ressler and Thompson argue. They believe that everyone would benefit if the focus was changed from hours to outcomes. So they devised *Results-Only Work Environment* or ROWE. The basic premise is that “...people can do whatever they want, as long as the work gets done.” ROWE might seem like a hybrid flex-time; however, as **USA Today** (“Results Should Matter, Not Just Working Late,” by Seth Brown, June 16, 2008, p. 4B) observes: “Still, the authors deserve credit for bold thinking. Ressler and Thompson identify a systemic problem within the workplace, explain why the problem exists, and show that eliminating the problem can lead to increased productivity and employee satisfaction.” Moreover, it is noted that Best Buy has tested ROWE “...with encouraging results.”

GOING GREEN

The Plot to Save the Planet: How Visionary Entrepreneurs and Corporate Titans Are Creating Real Solutions to Global Warming by Brian Dumaine, 2008

Dumaine chronicles how environmentalists and big business, two previously opposed factions, are beginning to cooperate to battle global warming. The author describes how these forces are managing to combine economic growth and environmental protection. He attributes this feat to “...a new, rapidly growing network of investors, entrepreneurs, corporate mavericks, and environmental activists....” Dumaine warns, though, that we’re at a crossroads: “The time has come to stop playing at being green and begin the revolution. “ Although he believes that a free market can create the solutions, he ponders “...will it be in time?”

The November 3, 2008, **Newsweek**, includes an article that could be a companion piece to the above but with a different twist. In “It Costs More to Save,” Sameer Reddy explores how *saving the earth* has become trendy, and how entrepreneurs are translating that into the sale of green luxury products. Reddy terms the phenomena “Eco-Elitism.”

SELF-ENHANCEMENT

The Back of the Napkin: Solving Problems and Selling Ideas with Pictures by Dan Roam, 2008

In all fairness, the sub-title *Selling Ideas with Pictures* is a simplistic way of depicting Roam’s theory. Visual presentation always has been a viable means of getting an idea across—from magic marker/butcher paper to dry-erase to Powerpoint. The author just re-emphasizes the fact that visual presentation “...can help us crystallize ideas, think outside the box, and communicate in a way that other people simply ‘get’.” Roam trusts that his fundamental exercises will “...dramatically improve your ability to share your insights.”

Flip: How to Turn Everything You Know on Its Head—And Succeed Beyond Your Wildest Imaginings by Peter Sheahan, 2008

“Business today requires new perspectives on strategy, operations, customers, and staff.” Sheahan believes that flexibility is the inherent element of that opening statement. As with **Why Work Sucks** (above), **Flip** considers the evolving modality of a global economy and its effect on how business is traditionally conducted. Sheahan contends that four forces are “...squeezing organizations and individuals alike...” They are: increasing compression of time and space; increasing complexity; and increasing expectations on the part of everyone for everything. The author describes how to confront them in implementing beneficial change.

Guerrilla Networking: A Proven Battle Plan to Attract the Very People You Want to Meet by Jay Conrad Levinson & Monroe Mann, 2008

Networking is a long established practice. Levinson and Mann, however, think that the traditional *schmoozing* portion is out-moded if not unproductive. Hence, their guerilla style networking is based instead on becoming the type of person other people want to meet—not your trying to meet influential people. Indeed, the authors contend that “...you will meet more influential people if you spend more time focusing on becoming an influential person to begin with...” Their book is consequently about developing tactics for becoming that new persona.

The Levity Effect: Why It Pays to Lighten Up by Adrian Gostick & Scott Christopher, 2008

Gostick and Christopher claim to rely on “serious science” to reveal the remarkable power of fun and humor in building a productive workforce. They state that “...the wheels must be set in motion with some committed attempts at programmed fun.” And they acknowledge that some attempts will fall flat. They also warn against kidding, mockery, sarcasm, and anger. Regardless, Chapter Seven, “142 Ways to Have Fun at Work,” is entertaining if not instructive.

Making Your Point: Communicating Effectively with Audiences of One to One Million by David Bartlett, 2008

This book presents an easy-to-apply guide for speaking, writing, and communicating more effectively. Bartlett’s advice is actually common sense approach for anyone wanting to improve their speaking and presentation skills. He thoroughly examines “...the more fundamental strategic considerations on which all effective communication is based.” Successful communication depends on a careful approach as well as practical tools. Bartlett concludes: “And above all, know the point you want to make and be prepared to use every tactical tool at your disposal to make it.” The author’s viewpoint is definitely complimentary with **Back of a Napkin** (above).

Mastering the Seven Decisions that Determine Personal Success by Andy Andrews, 2008

Andrews discusses the concept of success, and what separates the ordinary life from the extraordinary. He states that action “...renders transformation; the conscience, consistent application of learned principles that that brings about lasting success.” Those *principles* are actually the seven decisions in the book’s title: the responsible decision; the guided decision; the active decision, the certain decision; the joyful decision; the compassionate decision and the persistent decision. Andrews illustrates them at length, but nonetheless stresses that “...overcoming obstacles, setbacks, and pitfalls...” is paramount.

ET CETERA

The Way We’ll Be: The Zogby Report on the Transformation of the America Dream by John Zogby, 2008

Zogby is a professional pollster and has achieved a certain celebrity status as a television analyst; and also because of his propensity to contradict conventional wisdom. For example, he claims that his statistics demonstrate that the United States is *not* isolated, *not* politically fragmented, and *not* inclined toward material pleasure. Based on his extensive experience, Zogby illuminates where he thinks America is headed politically, culturally, and spiritually. He believes that America is in transition, being redefined by four meta-movements: living with limits, embracing diversity, looking inward, and demanding

authenticity. The author especially emphasizes the impact of 18 to 29-year olds, whom he terms the "First Globals." He declares that they "...seem determined to find a middle ground on the hot button issues of the day and to decide each one on a case by case basis, not because their party leaders are urging them in one direction or the other." (Note: This work and **Microtrends: The Small Forces behind Tomorrow's Big Changes**, *Worth Mentioning*, Spring 2008, are measurably alike.)