

Reading and Development Materials

General Management Practices

Blanchard, Kenneth, and Spencer, Johnson. The One-Minute Manager. New York, NY: Berkley Publishing Group, 1987.

Hersey, P. The Situational Leader -- The Other 59 Minutes...

Drucker, Peter F. The Effective Executive. New York, NY: Harper & Row, 1967.

Peters, Thomas J., and Waterman, Robert H., Jr. In Search of Excellence. New York, NY: Harper & Row, 1982.

Roberts, Wess. Leadership Secrets of Attila the Hun. New York, NY: Warner Books, 1985.

Byham, William C., and Cox, Jeff. Zapp! The Lightning of Empowerment. New York, NY: Fawcett Columbine, 1988.

Phillips, Donald T. Lincoln on Leadership (*Executive strategies for tough times*). New York, NY: 1992.

Management Theory / Trends

Kelley, Robert E. The Gold-Collar Worker. Reading, MA: Addison-Wesley, 1985.

Albrecht, Karl, and Zemke, Ron. Service America! Doing Business in the New Economy. Homewood, IL: Dow Jones-Irwin, 1985.

Imai, Masaaki. Kaizen, the Key to Japan's Competitive Success.

Morin, William J. Trust Me. New York, NY: Drake Beam Morin, Inc., 1990.

Toffler, Alvin. Powershift: Knowledge, wealth, and violence at the Edge of the 21st Century. Bantam Books

Ouchi, William G. Theory Z. Reading, MA: Addison-Wesley, 1981.

Time Management Skills

Mackenzie, R. Alec. The Time Trap. New York, NY: McGraw-Hill, 1975.

Hobbs, Charles, R. Time Power.

Hendrick, Lucy H. Five Days to an Organized Life. Dell

Mackay, Harvey. Swim with the Sharks Without being Eaten Alive. New York, NY: Morrow, 1988.

Insight and Self-Examination

Keirsey, David, and Bates, Marilyn. Please Understand Me. Del Mar, CA: Promethean Nemesis, 1984.

Ellis, Albert, and Harper, R. A New Guide to Rational Living. New York, NY: Wilshire Press, 1977.

Dyer, Wayne W. Your Erroneous Zones. New York, NY: Funk & Wagnall's, 1976.

Greenberg, Dan, and Jacobs, M. How to Make Yourself Miserable. New York, NY: Random House, 1976. (See also Alexander and the Terrible, No Good, Very Bad Day)

Peck, M. Scott. The Road Less Traveled. New York, NY: Simon & Schuster, 1978.

Ziglar, Zig. See You at the Top.

Business Dress and Habits

Molloy, John T. Dress for Success. New York, NY: P.H. Wyden, 1975.

Thourlby, William. You Are What You Wear. Kansas City, KS: Sneed Andrews & McNeel, 1978.

Other Favorites

- Covey, Stephen R. The Seven Habits of Highly Effective People. New York, NY: Simon & Schuster, 1989.
- Womack, James P., Jones, Daniel T., and Roos, Daniel. The Machine that Changed the World. New York, NY: Macmillan Publishing Co., 1990.
Excellent discussion of 'lean management' techniques in the auto industry
- Womack, James P., and Jones, Daniel T. Lean Thinking. New York, NY: Simon & Schuster, (1996).
- Goldratt, Eliyahu M., and Cox, Jeff. The Goal (A process of ongoing improvement). Croton-on-Hudson, NY: North River Press, 1986 (Revised).
Uses fiction to remind us of the goal of an enterprise
- Miller, Lawrence M. Barbarians to Bureaucrats (Corporate life cycle strategies). New York, NY: Clarkson N. Potter, Inc., 1989.
Must-read treatment of growth cycles in organizations
- Bardwick, Judith M. Danger in the Comfort Zone. New York, NY: AMACOM, 1991.
'How to break the entitlement habit that's killing American business'
- von Oech, Roger. A Whack on the Side of the Head: How You can be More Creative. New York, NY: Warner Books, 1983.
Fun to read, and practical as a guide to developing creativity
- Carnegie, Dale. How to Win Friends and Influence People. New York, NY: Simon & Schuster, 1936.
- Blanchard, Kenneth, Oncken, William, Jr., and Burrows, Hal. The One Minute Manager Meets the Monkey. New York, NY: Morrow Publishing, 1989.
About delegation and keeping monkeys off your back!
- Rand, Ayn. Atlas Shrugged. London, England: Penguin Books, Ltd., 1957.
My newest favorite! A difficult, very challenging but rewarding read!

Marketing Picks of columnist Alf Nucifora
September 28, 1998

- The 22 Immutable Laws of Marketing – Jack Trout, Al Ries
- Marketing Warfare – Jack Trout, Al Ries
- Bottoms-Up Marketing – Jack Trout, Al Ries
- Strategic Selling – Robert B. Miller, Stephen E. Heiman
- Ogilvy on Advertising – David Ogilvy
- Which Ad Pulled Best – Philip W. Burton, Scott C. Purvis
- Life's a Pitch, Then You Buy – Don Peppers
- The One-to One Future: Building Relationships One Customer at a Time – Don Peppers, Martha Rogers
- Whatever Happened to Madison Avenue? – Martin Mayer

Interesting Biographies

Iverson, Ken. Plain Talk: Lessons from a business maverick. John Wiley & Sons, 1998.

Walton, Sam, and Huey, John. Sam Walton: Made in America. Doubleday,

DeLorean, John. On a Clear Day You can see General Motors.

Iaccocca, Lee, and Novak, William. Iaccocca. Bantam Books.

Pickens, T. Boone. Boone.

Trump, Donald. Trump: The Art of the Deal.

Williams, T. Harry. Huey Long.
Should be subtitled: Power and Its Pure Form

Bruck, Connie. The Predator's Ball.

Lewis, Michael. Liar's Poker. New York, NY: W.W. Norton & Co., 1989.

Money Management/Investing

Tobias, Andrew. The Only Investment Guide You'll Ever Need.

A solid primer about saving and investing

Stanley, Thomas J. and Danko, William, D. The Millionaire Next Door. Simon & Schuster, New York, NY (1996).

Kiyosaki, Robert T. with Lechter, Sharon L. Rich Dad, Poor Dad. TechPress, Inc. Paradise Valley, AZ (1997).

Rich insight about money explained in relatively poor writing

OTHER RECOMMENDATIONS _____

*"To avoid controversy, say nothing, do nothing, be nothing."
Ralph Waldo Emerson*