

Booklist

Date: Friday, July 01, 2011
Location: CHICAGO, IL
Circulation (DWA): 24,150 (N/A)
Type (Frequency): Magazine (22Y)
Page: 20
Keyword: Amacom Books

Top 10 Business Books

The common question asked at foreign customs is, "Are you visiting our country for business or pleasure?" Enter these outstanding business titles of the past year, all reviewed in *Booklist*, and the answer to that question is, "Both." — *Brad Hooper*

Age of Greed: The Triumph of Finance and the Decline of America, 1970 to the Present. By Jeff Madrick. Knopf, \$30 (9781400041718).

Madrick fascinatingly traces America's wave of greed from the 1970s through the succeeding two decades and its contribution to the 2008 financial crisis.

Bury My Heart at Conference Room B: The Unbeatable Impact of Truly Committed Managers. By Stan Slap. Penguin/Portfolio, \$25.95 (9781591843245).

What is novel in consultant Slap's first book is his passion for the subject of values in the workplace and his easy-to-use framework for identifying and promoting values throughout the business world.

Getting More: How to Negotiate to Achieve Your Goals in the Real World. By Stuart Diamond. Crown Business, \$26 (9780307716897).

This lawyer, journalist, and professor further hones the art of goal-getting in today's world, no matter what the specific personal or business objective.

Make Your Own Rules: A Renegade Guide to Unconventional Success. By Wayne Rogers and Josh Young. AMACOM, \$23 (9780314416570).

Rogers, entrepreneur extraordinaire, recounts the lessons he learned that ensured his success in numerous businesses over 40 years, with the central theme that he had no prior experience in any of those fields.

The Master Switch: The Rise and Fall of Information Empires. By Tim Wu. Knopf, \$26.95 (9780307269335).

This is an essential look at the directions in which personal computing may be headed depending on which policies and worldviews will ultimately dominate the Internet.

The Next American Economy: Blueprint for a Real Recovery. By William J. Holstein. Walker, \$26 (9780802777508).

The author looks to the future to envision what needs to be done to bring prosperity back to America in light of factors such as offshoring and outsourcing.

The Orange Revolution: How One Great Team Can Transform an Entire Organization. By Adrian Gostick and Chester Elton. Free Press, \$24 (9781439182451).

Why doesn't every corporate leader actively listen to employees and veteran consultants like Gostick and Elton? Adopting their how-to's for realizing dreams would undoubtedly provide the solution to staid, stagnant, and unrewarding work in America.

Poisoned Legacy: The Human Cost of BP's Rise to Power. By Mike Magner. St. Martin's, \$27.99 (9780312554941).

Magner expands previous examinations of BP to three locations of major human and environmental disaster: the now-dead oil boomtown of Nacodoches, Kansas; the Texas City Refinery explosion; and the Gulf oil disaster.

The Velocity Manifesto: Harnessing Technology, Vision, and Culture to Future-Proof Your Organization. By Scott Klososky. Greenleaf, \$24.95 (9781608320851).

This technology innovation expert explains his velocity manifesto, which means that a business leader cannot ignore the impact of technology on the organization's current and future operations.

Wikibrands: Reinventing Your Company in a Customer-Driven Marketplace. By Sean Moffitt and Mike Dover. McGraw-Hill, \$28 (9780071749275).

With a wealth of important information, executives Moffitt and Dover set out to show businesses how to use the power of customer collaboration to drive their brands forward and enhance business value with customers.

GETTING
MORE

How to Negotiate to Achieve Your Goals in the Real World
Stuart Diamond

