

## An Incomplete , Eclectic Yet Essential Executive Reading List

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- Bornstein, David, *How to Change the World (Social Entrepreneurship & the Power of New Ideas)*, Oxford University Press, New York, 2007
- Burlingame. Bo, *Small Giants*, Penguin Books, New York, 2005.
- Carnegie, D., *How to Win Friends and Influence People*, Simon & Schuster, New York, 1937.
- Christensen, Clayton M., *The Innovator's Dilemma*, Harper Business, New York, 2000
- Collins, Jim, *Good to Great*, Harper Collins, New York, 2001  
Collins, Jim, *Built to Last*, Harper Collins, New York, 1994
- deBono, Edward, *Lateral Thinking, Creativity Step by Step*. Harper Perennial, New York, 1990
- Drucker, Peter F., *The Effective Executive*, Harper Collins, New York, 1967
- Engel, Peter H., *What's Your Exit Strategy? 7 ways to maximize the value of the business you've built*, Prima Publishing, Rockland, CA, 1996.
- Friedman, Thomas L., *The Word is Flat*, Picador, 2005
- Gladwell, Malcolm, *The Tipping Point*, Little Brown & Co., New York, 2000
- Hamel, Gary, *Leading the Revolution*, Harvard Business School Press, Boston, 2002
- Kim, W. CXhan & Mauborgne, Renee, *Blue Ocean Strategy*, Business School Press, Boston, 2005
- Moore, Geoffrey A., *Crossing the Chasm, Marketing and Selling Disruptive Products to Maintstream Customers*, HarperCollins, New York, 1991
- Mullins, John W., *The New Business Road Test*, FT Prentice Hall, 2003
- Nesheim, John L. *High Tech Start Up, The Complete Handbook for Creating Successful New High Tech Companies*, Free Press, 2000.
- Reis, Al & Trout, Jack, *Positioning, The Battle for Your Mind*, McGraw-Hill, New York, 2001
- The Entrepreneurial Venture*, Reading Selected by Sahlman, William A., Stevenson, Howard H., Roberts, Michael J., Bhide, Amar, Harvard Business School Press, Boston, Massachusetts, 1994.

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Classics for Deep Background: (essential for the those interested in the history of strategy)

Carl von Clausewitz, *On War*, Penguin Books, London, England, 1982

Hart, B.H. Lidell, *Strategy*, Meridian (Penguin), London, 1991

Machiavelli, N., *The Prince*, Penguin, London, 1967.

Tzu, Sun, *The Art of War* (trans. Griffith), Oxford University Press, Oxford, 1963.

Articles: This is a Classic

HBR #89605

The Origin of Strategy, Henderson, Bruce D.

Harvard Business Review, November-December, 1989

Presentation Resources:

Reynolds, Gar, *Presentation Zen*, New Riders, Berkeley, CA, 2008

*And, since 'Good Presenting' is really 'Good Story-telling':*

Bonnet, James, *Stealing Fire From the Gods*, Michael Weiss Productions, Studio City, CA, 2006

McKee, Robert, *Story*, Harper Collins, New York, 1997

*And finally:*

Toastmasters International

(One of the best ways to learn and practice presentation and public speaking skills))

– <http://www.toastmasters.org>