



## THE FUTURE

*Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter*, by Steven Johnson (Riverhead, 2005)

*In the Bubble: Designing in a Complex World*, by John Thackara (MIT Press, 2005)

*The Long Emergency: Surviving the Converging Catastrophes of the Twenty-First Century*, by James Howard Kunstler (Atlantic Monthly Press, 2005)

*Massive Change*, by Bruce Mau and the Institute Without Boundaries (Phaidon Press, 2004)

*Radical Evolution: The Promise and Peril of Enhancing Our Minds, Our Bodies — and What It Means To Be Human*, by Joel Garreau (Doubleday, 2005)

*A Whole New Mind: Moving from the Information Age to the Conceptual Age*, by Daniel H. Pink (Riverhead, 2005)

*The World Is Flat: A Brief History of the Twenty-First Century*, by Thomas L. Friedman (Farrar, Straus and Giroux, 2005)

## STRATEGY

*Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, by W. Chan Kim and Renée Mauborgne (Harvard Business School Press, 2005)

*The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*, by C.K. Prahalad (Wharton School Publishing, 2005)

*MarketBusters: 40 Strategic Moves That Drive Exceptional Business Growth*, by Rita Gunther McGrath and Ian C. MacMillan (Harvard Business School Press, 2005)

## GLOBALIZATION

*Capitalism at the Crossroads: The Unlimited Business Opportunities in Solving the World's Most Difficult Problems*, by Stuart L. Hart (Wharton School Publishing, 2005)

*Confessions of an Economic Hit Man*, by John Perkins (Berrett-Koehler, 2004)

*The End of Poverty: Economic Possibilities for Our Time*, by Jeffrey D. Sachs (Penguin Press, 2005)

*The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*, by C.K. Prahalad (Wharton School Publishing, 2005)

*The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade*, by Pietra Rivoli (John Wiley & Sons, 2005)

## MANAGEMENT

*Blood on the Street: The Sensational Inside Story of How Wall Street Analysts Duped a Generation of Investors*, by Charles Gasparino (Free Press, 2005)

*Conspiracy of Fools: A True Story*, by Kurt Eichenwald (Broadway Books, 2005)

*Ponzi's Scheme: The True Story of a Financial Legend*, by Mitchell Zuckoff (Random House, 2005)

*Will Your Next Mistake Be Fatal? Avoiding the Chain of Mistakes That Can Destroy Your Organization*, by Robert E. Mittelstaedt Jr. (Wharton School Publishing, 2005)

*Winning*, by Jack Welch with Suzy Welch (HarperBusiness, 2005)

## WORK AND LIFE

*Creating the Good Life: Applying Aristotle's Wisdom to Find Meaning and Happiness*, by James O'Toole (Rodale, 2005)

*In Praise of Slowness: How a Worldwide Movement Is Challenging the Cult of Speed*, by Carl Honoré (Harper San Francisco, 2004)

*The Time Divide: Work, Family, and Gender Inequality*, by Jerry A. Jacobs and Kathleen Gerson (Harvard University Press, 2004)

*Time Off for Good Behavior: How Hardworking Women Can Take a Break and Change Their Lives*, by Mary Lou Quinlan (Broadway Books, 2005)

## MARKETING

*All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*, by Seth Godin (Portfolio, 2005)

*Brand Hijack: Marketing without Marketing*, by Alex Wipperfurth (Portfolio, 2005)

*How Customers Think: Essential Insights into the Mind of the Market*, by Gerald Zaltman (Harvard Business School Press, 2003)

*ProfitBrand: How to Increase the Profitability, Accountability & Sustainability of Brands*, by Nick Wreden (Kogan Page, 2005)

## MEDIA

*Hard News: The Scandals at The New York Times and Their Meaning for American Media*, by Seth Mnookin (Random House, 2004)

## LEADERSHIP

*Coach: Lessons on the Game of Life*, by Michael Lewis (W.W. Norton, 2005)

*Joy at Work: A Revolutionary Approach to Fun on the Job*, by Dennis W. Bakke (PVG, 2005)

*Lessons on Leadership by Terror: Finding Shaka Zulu in the Attic*, by Manfred F.R. Kets de Vries (Edward Elgar, 2004)

*A Life in Leadership: From D-Day to Ground Zero: An Autobiography*, by John C. Whitehead (Basic Books, 2005)

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## This Year's Books by *strategy+business* Editors and Contributors

*Results: Keep What's Good, Fix What's Wrong, and Unlock Great Performance*, by Gary L. Neilson and Bruce A. Pasternack (Crown Business, 2005). Every business has a personality; *Results* identifies seven, ranging from the "passive-aggressive" organization, in which everyone agrees but nothing changes, to the "resilient" organization, which is flexible, forward looking, successful. The authors identify four building blocks of "organizational DNA" that can be reconfigured for resilience. Mr. Neilson is a senior vice president at Booz Allen Hamilton; Mr. Pasternack is chief executive officer of the Special Olympics and a former senior vice president at Booz Allen.

*FT Handbook of Management*, by Stuart Crainer and Des Dearlove (Financial Times Prentice Hall, 2004). This 1,120-page compendium of modern management thinking features contributions from experts

including W. Edwards Deming, Peter Drucker, Charles Handy, John Kay, Kenichi Ohmae, Michael Porter, and C.K. Prahalad. Mr. Crainer and Mr. Dearlove have each written several management books, and are cofounders of Suntop Media, a worldwide network of writers, editors, and researchers.

*CFO Thought Leaders: Advancing the Frontiers of Finance*, edited by Rob Norton (*strategy+business* Books, 2005). Chief financial officers at 17 of the world's most successful companies — including Bertelsmann, Caterpillar, FedEx, Procter & Gamble, and Renault — speak candidly about competition, regulation, risk, and the changing nature of finance in this *s+b* reader. Mr. Norton is a former executive editor of *Fortune* magazine.

*Results-Driven Marketing: A Guide to Growth and Profits*, edited by Des Dearlove (*strategy+business* Books, 2005). A collection of articles by senior marketing and sales experts at Booz Allen Hamilton, this *s+b* reader examines the eight links of the marketing value chain, from "connecting with markets" to "organizing for results-driven marketing."