



FEATURES

[Current Issue](#) | [Archives](#) | [CEO Links](#) | [News](#) | [Conferences](#) | [Reading](#)

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Recommended Reading

Leading is learning ... and learning faster! Here are several new releases and excerpts, the latest refresher book reviews and the best business books and resources - and there are many more in the archives!

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[Index of Archives](#)
[Index by Author](#)

INFORMATION

[How to Contribute](#)
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[Customer Care](#)
[About Us](#)
[Contact & Comments](#)

[The CEO Refresher Reviewers](#)

BEST BOOKS



Human Sigma
by John H. Fleming and Jim Asplund



Radical Careerism
by Sally Hogshead



Whoever Tells the Best Story Wins
by Annette Simmons



Customer Service Made Easy
by Paul Levesque



Big Vision, Small Business
by Jamie S. Walters



Hit the Ground Leading!
by Angela Mondou



Chief Customer Officer
by Jeanne Bliss



The Must-Have Customer
by Robert Gorman with Armin Brott

Exceptional Selling
by Jeff Thull



Managing Thought: How Do Your Thoughts Rule Your World?

by Mary J. Lore

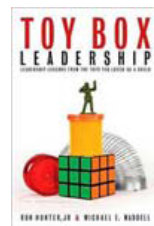
Managing Thought serves as an indispensable guide to those who want to change the way they think and improve their lives. The book takes the power of positive thinking to a new level and provides a step-by-step guide to managing our thoughts to become more creative, inspired, balanced and "on purpose." It's an illuminating and yet very actionable work and one of the best of the year!



100% Leadership: Guidelines for Successful Leaders

by Gabriel Hevesi

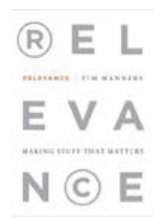
There is no recipe for success. If there were, we would all use it and it would cease to be effective. Yet, there are many roads that can lead to success. The secret is to choose the right road for your organization among all options. It takes skilled judgment to apply the right method at the right time, under the right circumstances. Using sound judgment, we know when to act, when to coach, and when to delegate. 100% Leadership provides checkpoints for day-to-day decisions and actions. It is a very comprehensive and very readable leadership handbook.



Toy Box Leadership: Leadership Lessons from the Toys You Loved as a Child

by Ron Hunter and Michael E. Waddell

What can LEGOS teach you about building your business through connection? How can Slinky Dog demonstrate the value of patience when you're growing your organization? What has every little boy learned from his Little Green Army Men that he can use in business strategy? Whether you are an executive, a manager, or a parent, in *Toy Box Leadership* you'll find the toy box a great place for lessons to successfully influence and lead others. *Very enjoyable read!* ed.



Relevance: Making Stuff That Matters

by Tim Manners

After years studying remarkable companies and speaking to some of the most influential leaders, Tim Manners has proposed a solution to the marketing woes of many brands. Stop worrying about demographics, fads, and cutting-edge advertising. Instead, focus on relevance. Manners shares how the best of the best create solutions to their customers' problems and help them live happier lives. The principles? Insight, Innovation, Investment, Design, Experience and Value - all accountable to the happiness of people who would buy your brands.



The Sustainable Enterprise Fieldbook: When It All Comes Together

by Jeana Wirtenberg, David Lipsky, and Bill Russell

Building an organization's commitment to sustainability is not just a means to enhancing the health, diversity, and strength of the world's ecosystems but a financially and socially sound best practice as well. Collecting the wisdom of an outstanding network of experts, the editors help readers understand what sustainability means and how they can implement it in their organizations. The book includes metrics to measure efforts in promoting an environmentally responsible organization, and presents models, tools, case studies and examples from a wide range of companies to bring the concept to life. A very timely resource indeed!



Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship

by Mahan Khalsa and Randy Illig

This book shares the unique FranklinCovey Sales Performance Group methodology to transform a sales culture with clarity, authenticity, and emotional intelligence. Mahan Khalsa and Randy Illig argue that salespeople do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy—a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction.

Unleashing the Power of Rubber Bands

by Nancy Ortberg