



THINK. READ. CREATE. REPEAT.

The Book List

2014



ON LIFE AND LIVING IT WELL

Title
AUTHOR

7 Personality Types: Discover Your
True Role in Achieving Success
and Happiness
ELIZABETH PUTTICK

75 Cage-Rattling Questions to Change the
Way You Work
WHITNEY GIOVAGNOLI

Finding Your Own North Star: Claiming the
Life You Were Meant to Live
MARTHA BECK

How to Be, Do, or Have Anything
LAWRENCE G. BOLDI

Don't Sweat the Small Stuff...and It's All
Small Stuff
RICHARD CARLSON

Getting a Life
JACQUELINE BLIX & DAVID HEITMILLER

The Simple Living Guide
JANET LUHRS

Wellbeing
TOM RATH & JIM HARTER

Feng Shui: Life Planner
LILIAN TOO

The Western Guide to Feng Shui for
Prosperity
TERAH KATHRYN COLLINS

Six Weeks to Sleeveless and Sexy
JJ VIRGIN

1,000 Ways to be a
Slightly Better Woman:
How to Be Thinner,
Richer, Sexier, Kinder,
Saner, and
Happier Enough
PAMELA REDMOND SATRAN

How to Not Act Old
PAMELA REDMOND SATRAN

Life is an Attitude
DOTTIE BILLINGTON

Life Lines: Holding On
(and Letting Go)
FORREST CHURCH

Life Matters: Creating
a Dynamic Balance of
Work, Family, Time, &
Money
ROGER A. MERRILL &
REBECCA MERRILL

Repacking Your Bags:
Lighten Your Load for
the Good Life
RICHARD J. LEIDER &
DAVID A. SHAPIRO

A black dot is positioned at the top left of the page. From this dot, three lines extend to the right, fanning out towards the text 'ON MINDSET'. A fourth line extends from the dot down and to the right, forming a vertical line that runs parallel to the text on the page.

ON MINDSET

Title
AUTHOR

100 Ways to Motivate Yourself:
Change Your Life Forever
STEVE CHANDLER

The Power of Focus
JACK CANFIELD, MARK VICTOR HANSEN, & LES
HEWITT

How to Think Like Leonardo da Vinci: Seven
Steps to Genius Everyday
MICHAEL J. GELB

How to Win Friends and Influence People
DALE CARNEGIE

How: Why How We Do Anything Means
Everything
DOV SEIDMAN

Little Gold Book of Yes! Attitude
JEFFREY GITOMER

Live Your Best Life: A Treasury of Wisdom,
Wit, Advice, Interviews, And Inspiration
from O, The Oprah Magazine
THE OPRAH MAGAZINE EDITORS

Living Out Loud
KERI SMITH

Philips' Book of Great Thoughts & Funny
Sayings: A Stupendous Collection of Quotes,
Quips, Epigrams, Witticisms...
BOB PHILLIPS

Stumbling on Happiness
DANIEL GILBERT

A black dot is positioned at the top left of the page. From this dot, three lines extend to the right, fanning out towards the text "ON MINDSET". A fourth line extends from the dot down and to the right, forming a large, open shape that encompasses the list of titles and authors below.

ON MINDSET

Title
AUTHOR

Whatever You Think, Think
the Opposite
Paul Arden

Winning
JACK WELCH WITH SUZY WELCH

Bite-Size Einstein: Quotations on Just
About Everything from the Greatest Mind of
the Twentieth Century
ALBERT EINSTEIN, JERRY MAYER, & JOHN HOLMES

The 2548 Best Things Anybody Ever Said
ROBERT BYRNE

The Change Your Life Quote Book
ALLEN KLEIN

The Comedy Thesaurus: 3,241 Quips, Quotes,
and Smartass Remarks
JUDY BROWN

The Most Brilliant Thoughts of All Time: In
Two Lines or Less
JOHN M. SHANAHAN

The Thinkers Thesaurus: Sophisticated
Alternatives to Common Words
PETER E. MELTZER

Great Quotes from Great Leaders
PEGGY ANDERSON & MICHAEL MCKEE

Gitmore's Little Red Book of Selling
JEFFREY GITMORE

Media Virus! Hidden Agendas in Popular
Culture
DOUGLAS RUSHKOFF



ON MINDSET 3

Title
AUTHOR

- Gitomer's Little Black Book of Connections
JEFFREY GITOMER
- The War of Art: Break Through the Blocks and Win Your Creative Battles
STEVEN PRESSFIELD
- Five Minds of the Future
HOWARD GARDNER
- The Necessary Art of Persuasion
JAY A. CONGER
- Change the Way You See Yourself Through Asset-Based Thinking
KATHRYN D. CRAMER & HANK WASIAK
- The 48 Laws of Power
ROBERT GREENE
- Design in Business: Strategic Innovation Through Design
MARGARET BRUCE & JOHN BESSANT
- Exceptional Selling: How the Best Connect and Win in High Stakes Sales
LILLIAN WONG
- Microtrends: The Small Forces Behind Tomorrow's Big Changes
MARK PENN & E. KINNEY ZALESNE
- Seven Strategy Questions: A Simple Approach for Better Execution
ROBERT SIMONS



ON SUCCESS

Title
AUTHOR

1001 Motivational Quotes for Success
THOMAS VILORD

50 Success Classics
TOM BUTLER-BOWDON

Success Built to Last: Creating a Life
that Matters
JERRY PORRAS, STEWART EMERY & MARK THOMPSON

Success: Advice for Achieving Your Goals
From Remarkably Accomplished People
JENNA PINCOTT

The 100 Simple Secrets of Successful
People: What Scientists Have Learned and
How You Can Use It
DAVID NIVEN

The 7 Habits of Highly Effective People
STEPHEN R. COVEY

The Big Moo: Stop Trying to Be Perfect and
Start Being Remarkable
THE GROUP OF 33, EDITED BY SETH GODIN

The Complete Idiot's Guide to Reaching
Your Goals
JEFF DAVIDSON

Sparkling Innovation: Straight Talk from the
World's Top Business Leaders
HOWARD GARDNER

Women Don't Ask: Negotiation and the
Gender Divide
LINDA BABCOCK & SARAH LASCHEVER

Women, Work, & the Art of Savoir Faire
MIREILLE GUILIANO

Built to Last:
Successful Habits of
Visionary Companies
JIM COLLINS & JERRY I.
PORRAS



ON CREATIVITY/IDEAS

Title
AUTHOR

A Whack on the Side of the Head: How You
Can Be More Creative
ROGER VON OECH

Brain Rules
JOHN MEDINA

Caffeine for the Creative Mind: 250
Exercises to Wake Up Your Brain
MUMOW OLDFIELD

Creativity
MIHALY CSIKSZENTMIHALYI

Creativity: Unleashing the Forces Within
(Osho Insights for a New Way of Living)
OSHO

Kick Down the Door of Complacency
CHARLES C. HARWOOD

Sparks of Genius: The 13 Thinking Tools of
the World's Most Creative People
ROBERT S. ROOT-BERNSTEIN & MICHELE M. ROOT-
BERNSTEIN

Juicing the Orange: How to Turn Creativity
Into a Powerful
Business Advantage
PAT FALLON & FRED SENN

How to Get Ideas
JACK FOSTER

Ideas are Free: How the Idea Revolution
is Liberating People and Transforming
Organizations
ALAN G. ROBINSON & DEAN M. SCHROEDER

A diagram of a funnel with a black dot at the top left vertex. Three lines radiate from this dot to the top edge of a large, light blue rectangular box. The text "ON CREATIVITY/IDEAS" is positioned to the right of the top-right vertex of the box.

ON CREATIVITY/IDEAS

Title
AUTHOR

The Care and Feeding of Ideas: A
Guide to Encouraging Creativity
JAMES L. ADAMS

The Creative Edge
RANDY SCOTLAND

The Five Faces of Genius
ANNETTE MOSER-WELLMAN

The Medici Effect: What Elephants &
Epidemics Can Teach Us About Innovation
FRANS JOHANSSON

The Ten Faces of Innovation
TOM KELLEY WITH JONATHAN LITTMAN

Thinkertoys: A Handbook of Creative-
Thinking Techniques
MICHAEL MICHALKO

Where Good Ideas Come From
STEVEN JOHNSON

Exploiting Chaos: 150 Ways to Spark
Innovation During Times of Change
JEREMY GUTSCHE

Envisioning Information
EDWARD TUFTE

Weird Ideas that Work: 11^{1/2} Practices
for Promoting, Managing and Sustaining
Innovation
ROBERT I. SUTTON

How to have Kick-Ass
Ideas: Shake Up Your
Business, Shake Up
Your Life
CHRIS-BAREZ BROWN

The Artist Within
WHITNEY FERRE



ON WORK

Title
AUTHOR

Beware the Naked Man Who Offers You His
Shirt: Do What You Love, Love What You Do,
and Deliver More Than You Promise
HARVEY MACKAY

Dilbert and the Way of the Weasel
SCOTT ADAMS

Do More Great Work
BUNGAY STANNIER

Do the Work!
STEVEN PRESSFIELD

Happiness at Work
JESSICA PRYCE-JONES

How to Become CEO
JEFFREY J. SCOTT

Nolo's Work Less, Live More
BOB CLYATT

Overcoming the Five Dysfunctions of
a Team
PATRICK LENSIONI

Work with Passion
NANCY ANDERSON

Thank God It's Monday: How to Create a
Workplace You and Your Customers Love

The Law in Plain English for Writers
LEONARD D. DUBOFF

Work Like Your Showing Off!: The Joy, Jazz
and Kick of Being Better Tomorrow than You
Were Today
JOE CALLOWAY

Read for Anything: 52
Productivity Principles
for Work and Life
DAVID ALLEN

The 4-Hour-Work-
Week: Escape 9-5, Live
Anywhere and Join the
New Rich
TIMOTHY FERRISS

The One Minute Manager
KENNETH BLANCHARD &
SPENCER JOHNSON



ON LEADERSHIP

Title
AUTHOR

Gitomer's Little Book of Leadership
JEFFREY GITOMER

Inspire: What Great Leaders Do
LANCE SECRETAN

Leadership and the New Science
MARGARET J. WHEATLEY

Leadership the Outward Bound Way
OUTWARD BOUND USA

Learning to Lead
BENNIS & GOLDSMITH

Principle-Centered Leadership
STEPHEN R. COVEY

Real Leader's Don't Do Powerpoint
CHRISTOPHER WITT

Rules for Revolutionaries
GUY KAWASAKI WITH MICHELE MORENO

Shackleton's Way: Leadership Lessons
from the Great Antarctic Explorer
MARGOT MORRELL & STEPHANIE CAPPARELL

What They Don't Teach You At Harvard
Business School
MARK H. MCCORMACK

Secrets of Power Negotiating, 15th
Anniversary Edition: Inside Secrets from a
Master Negotiator
ROGER DAWSON

The Obvious: All You Need to Know in
Business Period
JAMES DALE

The Art of Managing
People
PHILLIP L. HUNSAKER &
ANTHONY J. ALESSANDRA

Why Smart Executives
Fail and What You
Can Learn From Their
Mistakes
SYDNEY FINKELSTEIN

A diagram consisting of a single black dot at the top left. From this dot, several lines radiate outwards. One line extends horizontally to the right, ending at the section header "EXPRESSING YOURSELF". Another line extends downwards and to the right, ending at the top of a large rectangular box that encloses the list of titles and authors. A third line extends downwards and to the right, ending at the top of a smaller rectangular box that encloses the authors' names for the first three titles.

EXPRESSING YOURSELF

Title
AUTHOR

The Back of the Napkin: Solving
Problems and Selling Ideas with Pictures
DAN ROAM

The Visual Display of Quantitative
Information
EDWARD TUFTE

How to Say It for Executives: The Complete
Guide to Communication for Leaders
PHYLLIS MINDELL

The Articulate Executive: Learn to Look,
Act and Sound Like a Leader
GRANVILLE N. TOOGOOD

You, Inc.: The Art of Selling Yourself
HARRY BECKWITH & CHRISTINE K. CLIFFORD

Speak Like Churchill, Stand Like Lincoln:
21 Powerful Secrets of History's
Greatest Speakers
JAMES C. HUMES

The Substance of Style: How the Rise of
Aesthetic Value is Remaking Commerce,
Culture and Consciousness
VIRGINIA POSTREL

Perfect Pitch: The Art of Selling Ideas
and Winning New Business
JON STEEL

Blog, Inc.
JOY DEANGDEELERT CHO

Self Promotion for the Creative Person
LEE SILBER

Creative Personal
Branding
JORGEN SALENBACHER

Design Yourself
KARIM RASHID

Whiteboard Selling:
Empowering Sales
Through Visuals
COREY SOMMERS & DAVID
JENKINS

A black dot is positioned at the top left of the page. From this dot, three lines extend downwards and to the right, ending at the top of a large, thin-lined rectangular box that encloses the list of titles and authors. The word "BRANDING/PLANNING" is placed to the right of the top-right corner of this box.

BRANDING/PLANNING

Title
AUTHOR

A Master Class in Brand Planning: The
Timeless Works of Stephen King
LANNON & BASKIN (EDITORS)

A New Brand World: Eight Principles for
Achieving Brand Leadership in the
21st Century
SCOTT BEDBURRY & STEPHEN FENICHELL

Alexander the Great's Art of Strategy
PARTHA BOSE

Bang! Getting Your Message Heard in a Noisy
World
LINDA KAPLAN THALER & ROBIN KOVAL

Brand New Brand Thinking
EDITED BY MERRY BASKIN & MARK EARLS

Brand Simple: How the Best Brands Keep it
Simple and Succeed
ALLAN P. ADAMSON

Brand Think: A Guide to Branding
LILLIAN WONG

Branding
HELEN VAID

Truth, Lies, and Advertising: The Art
of Account Planning
JON STEEL

Understanding Brands
DAN COWLEY



BRANDING/PLANNING 2

Title
AUTHOR

Brands: An International Review by
Interbrand
INTERBRAND

Building Brand Identity: A Strategy for
Success in a Hostile Marketplace
LYNN B. UPSHAW

The Dictionary of Brand
MARTY NEUMEIER

The Hero and the Outlaw: Building
Extraordinary Brands Through the Power of
Archetypes
MARGARET MARK, CAROL PEARSON, & CAROL S.
PEARSON

Design Brand Experiences: Creating Powerful
Integrated Brand Solutions
ROBIN LANDA

Disruption: Overturning Conventions and
Shaking Up the Marketplace
JEAN-MARIE DRU

Managing Brand Equity
DAVID A. AAKER

Sway: The Irresistible Pull of
Irrational Behavior
ORI BRAFMAN & ROM BRAFMAN

Branding from A to Z
HATJE KANTZ

Brands and Desires
HATJE KANTZ

The Art of Branding
HATJE CANTZ

How to Become a
Marketing Superstar:
Unexpected Rules That
Ring The Cash Register
JEFFREY J. FOX

The Brand Mindset: Five
Essential Strategies
for Building Brand
Advantage Throughout
Your Company
DUANE E. KNAPP &
CHRISTOPHER W. HART

Positioning: The Battle
for Your Mind
AL RIES & JACK TROUT

IF You Don't Have Big
Breasts, Put Ribbons in
Your Hair
BARBARA CORCORAN

Rework
JASON FRIED & DAVID
HEINEMEIER HANSSON

Remote
DAVID HEINEMEIER
HANSSON & JASON FRIED



CONSUMER RESEARCH/SALES

Title
Author

Generation Ageless J. WALKER SMITH & ANN S. CLURMAN	Media Virus! Hidden Agendas in Popular Culture DOUGLAS RUSHKOFF
Influence: Science and Practice (5th Ed.) ROBERT B. CIALDINI	Microtrends: The Small Forces Behind Tomorrow's Big Changes MARK PENN & E. KINNEY ZALESNE
The 12 Cliches of Selling and Why They Work BARRY FARBER	The Power of Cult Branding: How 9 Magnetic Brands Turned Customers Into Loyal Followers (and Yours Can Too!) MATTHEM W. RAGAS & BOLIVAR J. BUENO
The Culting of Brands: When Customers Become True Believers DOUGLAS ATKIN	ZAG: The Number One Strategy of High-Performance Brands MARTY NEUMEIER
The Culture Code: An Ingenius Way to Understand Why People Around the World Live and Buy As They Do CLOTAIRE RAPAILLE	Rocking the Ages: The Yankelovich Report on Generational Marketing J. WALKER SMITH & ANN S. CLURMAN
Word of Mouse: 101+ Trends in How We Buy, Sell, Live, Learn, Work, and Play MARC OSTROFSKY	Little Platinum Book of Cha-Ching!: 32.5 Strategies to Ring Your Own (Cash) Register in Business and Personal Success JEFFREY GITOMER
Fascinate: Your 7 Triggers to Persuasion and Captivation SALLY HOGSHEAD	
Buying In: What We Buy and Who We Are ROB WALKER	
Flip the Funnel: How to Use Customers to Gain New Ones JOSEPH JAFFE	
The Soul of the New Consumer: Authenticity - What We Buy and Why in the New Economy DAVID LEWIS & DARREN BRIDGER	
The Rise of the Creative Class RICHARD FLORIDA	

A diagram consisting of a single black dot at the top left, from which several lines radiate outwards. One line extends horizontally to the right, ending at the section header. Another line extends downwards and to the right, ending at the top of a large rectangular box that encloses the book list. A third line extends downwards and to the right, ending at the top of a smaller rectangular box that encloses the book 'The One-Minute Organizer...'.

ON THE ORGANIZED YOU

Title
AUTHOR

Clutter Control
SUSAN WRIGHT

Good Things for Organizing
MARTHA STEWART

Harvard Business Essentials: Time
Management
HARVARD BUSINESS SCHOOL PRESS

On Managing Yourself
HARVARD BUSINESS REVIEW

One Thing at a Time: 100 Simple Ways to
Live Clutter-Free Everyday
CINDY GLOVINSKY

Organize Now!: A Week-by-Week Guide to
Simplify Your Space and Your Life
JENNIFER FORD BERRY & JACQUELINE MUSSER

Organizing Inside Out
JULIE MORGENSTERN

Organizing Genius
WARREN BENNIS & PATRICIA WARD BIEDERMAN

Organizing Plain & Simple: A Ready
Reference Guide With Hundreds of Solutions
to Your Everyday Clutter Challenges
DONNA SMALLIN

The Clutter-Busting Handbook: Clean it Up,
Clear it Out and Keep Your Life
Clutter-Free
RITA EMMETT

What's a Disorganized Person to Do?
STACY PLATT

The One-Minute
Organizer Plain &
Simple: 500 Tips for
Getting Your Life
in Order
DONNA SMALLIN

Unclutter Your Mind:
500 Ways to Focus on
What's Important
DONNA SMALLIN



BUSINESS STRATEGY/
ENTREPRENEUR

Title
AUTHOR

A Fine Line: How Design Strategies are
Shaping the Future of Business
HARTMUT ESSLINGER

Blue Ocean Strategy: How to Create
Uncontested Market Space and Make
Competition Irrelevant
W. CHAN KIM & RENEE MAUBORGNE

Business Think: Rules for Getting it Right-
Now and No Matter What!
DAVE MARCUM, STEVE SMITH, MAHAN KHALSA, &
STEPHEN R. COVEY

Casting for Big Ideas: A New Manifesto for
Agency Managers
ANDREW JAFFE

Design Management
BORJA DE MOZOTA

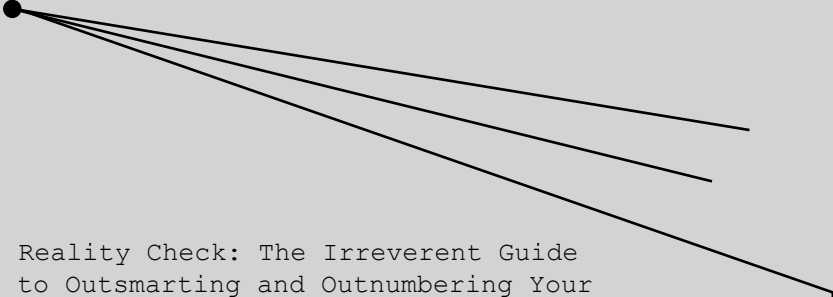
Developing Business Strategies (6th Ed.)
DAVID A. AAKER

Think and Sell Like a CEO
ANTHONY PARINELLO

The Business Side of Creativity: The
Complete Guide to Running a Small Graphic
Design or Communications Business
CAMERON S. FOOTE & MARK BELLEROSE

How to Make Big Money in Your Own Small
Business: Unexpected Rules Every Small
Business Owners Need to Know
JEFFREY J. FOX

How to Write a Great Business Plan
WILLIAM A. SAHLMAN



BUSINESS STRATEGY/
ENTREPRENEUR

Title
AUTHOR

Reality Check: The Irreverent Guide
to Outsmarting and Outnumbering Your
Competition
GUY KAWASAKI

The 80/20 Principle
RICHARD KOCH

The Art of Client Service: 58 Things Every
Advertising & Marketing Professional Should
Know, Revised and Updated
ROBERT SOLOMON

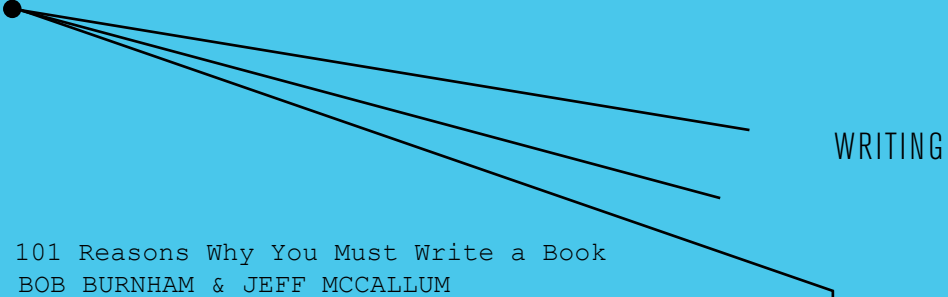
The Long Tail: Why the Future of Business
is Selling Less of More
CHRIS ANDERSON

The Trend Commandments: Trading for
Exceptional Returns
MICHAEL W. COVEL

What Clients Love: A Field Guide to Growing
Your Business
HARRY BECKWITH

How She Does It: How Women Entrepreneurs
are Changing the Rules of Business Success
MARGARET HOFFERMAN

What Really Works: The 4+2 Formula for
Sustained Business Success
WILLIAM JOYCE, NITIN NOBRIA, & BRUCE
ROBERTSON



WRITING

Title	
AUTHOR	
101 Reasons Why You Must Write a Book	BOB BURNHAM & JEFF MCCALLUM
5: Where Will You Be Five Years From Today?	DAN ZADRA & KRISTEL WILLS
MY Life in Graphs: A Guided Journal	KNOCK KNOCK
My Listography: My Amazing Life in Lists	LISA NOLA & NATHANIEL RUSSELL
The War of Art	STEPHEN PRESSFIELD
The Artists Way	JULIA CAMERON
Introspection Quotes & Questions	LYNETTE XANDERS