

# My Personal MBA Book List

A discussion began in the blog world in 2005 when Seth Godin suggested that someone could get the equivalent of a MBA by reading just a few books. That comment, sparked a number of conversations about what books should be included. The following is my compilation of the best books in the following categories. It's not a perfect list, nor should anyone try to read all of the following books. But this list should serve as a starting point, from which you might select the top 40 or 50 books that you want to read to gain a less expensive education without having to take two years off of work to get it! Like any list of books, it is already dated, but it's still a good start. So, good readings! Note: There is no order to the listing of the books (other than that is the order in which I listed them)

## Accounting/Finance

Essentials of Accounting (Anthony and Pearlman)  
The McGraw Hill 36-Hour Course in Finance for Non-Financial Managers  
How to Read a Financial Report (Tracy)  
What Your CEO Wants You to Know (Charan)  
Analysis for Financial Management (Higgins)

## Change

The Dance of Change (Senge)  
Harvard Business Review on Change (Kotter et. al.)  
Reframing Organizations (Bolman)  
The Forgotten Half of Change (BeBrabandere)  
Who Moved the Cheese? (Johnson)  
The Heart of Change (Kotter)  
Leading Change (Kotter)  
Managing Transitions (Bridges)  
Our Iceberg is Melting (Kotter)

## Communication/Writing

On Writing Well (Zinser)  
Eats, Shoots and Leaves (Truss)  
Envisioning Information (Tufte)  
Beyond Bullets and Points (Atkinson)

## Consulting/Coaching

Flawless Consulting (Block)  
Million Dollar Consulting (Weiss)  
The McKinsey Way (Rasel)  
Gurus, Hired Guns and Warm Bodies (Barley et. al.)  
Guerrilla Marketing for Consultants (Levinson)  
The Trusted Advisor (Maister)  
Coaching for Performance (Whitmore)  
What CEO's Expect From Corporate Training (Rothwell)

Zap the Gaps (Blanchard)

## Corporate Strategy

Unstoppable (Zook)  
The Mind of a Strategist (Ohmae)  
Good to Great (Collins)  
Built to Last (Collins)  
Will and Vision: How Latecomers Grow to Dominate Markets (Tellis)  
On Competition (Porter)  
Lean Thinking (Womack & Jones)  
Profitable Growth is Everyone's Business (Ram Charas)  
The Discipline of Market Leaders (Treacy and Wiersma)  
The Tipping Point (Gladwell)  
Competitive Advantage (Porter)  
Book of Five Rings (Musashi)  
Confidence: How Winning Streaks and Losing Streaks Begin and End (Kanter)  
Reinventing Strategy  
Unstuck (Yamashita)  
Double Digit Growth (Treacy)  
Winning (Welch)  
Turbo Strategy (Tracy)  
Zag (Neumeier)

## Customer Service

Lovemarks (Roberts)  
Secret Service: Hidden Systems that Deliver Unforgettable Service (DiJulius)  
Bag the Elephant: Win and Keep Customers (Kaplan)  
Raving Fans (Blanchard)  
Inside the Magic Kingdom (Connellan)  
Moments of Truth (Carlzon)  
The Experience Economy (Pine et. al.)  
What Customers Really Want (McKain)  
Firms of Endearment (Sisodia)

## Design

Re-imagine (Peters)  
The Substance of Style (Postrel)  
The Design of Everyday Things (Norman)  
The Non-Designer's Guide to Design (Willimas)

## Economics

Economics in One Lesson (Hazlitt)

## Entrepreneurism

The Art of the Start (Kawasaki)  
The Bootstrapper's Bible (Godin)  
The E-Myth (Gerber)  
No Man's Land  
The Big Book of Small Business (Gegax)

## General/Miscellaneous

The World is Flat (Friedman)  
The 10-Day MBA (Silbiger)  
MBA in a Box  
The Great Game of Business (Stack et. al.)  
Blink (Gladwell)

## Innovation/Creativity

The Art of Innovation (Kelley)  
Project 50 (Peters)  
The Circle of Innovation (Peters)  
Seeing What's Next (Christensen, Roth, etc.)  
Diffusions of Innovation (Everett)  
The Innovator's Solution (Christensen)  
The Art of Business (Davis)  
The Medici Effect (Johansson)  
The Power of WOW (Peters)  
The Innovator's Dilemma (Christensen)  
Orbiting the Giant Hairball (MacKenzie)  
Cracking Creativity (Michalko)  
Thinker Toys (Michalko)

Jump Start Your Brain (Hall)  
Jump Start Your Business Brain (Hall)  
Your Creative Power (Osborn)  
Six Thinking Hats (deBono)  
Harvard Business Review on  
Innovation (Christensen)  
How Breakthroughs Happen  
(Hargadon)  
The Power of Impossible Thinking  
(Wind)  
Aha! (Ayan)  
The Creative Habit (Tharp)

## **Law/Ethical Matters**

Law 101 (Feinman)  
A Primer on Business Ethics

## **Leadership**

Leadership (Northouse)  
The 21 Irrefutable Laws of  
Leadership (Maxwell)  
Monday Morning Leadership  
(Cottrell)  
The Future of Leadership (Bennis et.  
al.)  
The Prince (Machiavelli)  
Less is More Leadership (Burke)  
Leadership and the One Minute  
Manager (Blanchard)  
The Leadership Challenge (Kouzes  
and Posner)  
Leadership (Bennis)  
On Becoming a Leader (Bennis)  
Leading on the Creative Edge  
(Firestien)  
The Cycle of Leadership (Tichy)  
The Leadership Engine (Tichy)  
The Leadership Pipeline (Charan)  
On Leadership (Gardner)  
Hardwiring Excellence (Studer)

## **Learning/Systems**

The Fifth Discipline (Senge)  
A Whole New Mind (Pink)  
Critical Thinking (Cedarbloom)  
Thinking for a Change (Maxwell)  
Peak Learning (Gross)  
Love is the Killer App (Sanders)  
deBono's Thinking Course  
Mozart's Brain and the Fighter Pilot  
(Restack)  
Building the Learning Organization  
(Marquadt)  
Mega Memory (Trudeau)  
E-Myth Mastery (Gerber)

## **Management**

Execution (Bossidy)  
The Knowing Doing Gap  
The Goal: A Process of Ongoing  
Improvement (Goldratt)  
Confronting Reality (Bossidy)  
The Essential Drucker (Drucker)  
Principles of Statistics (Bulmer)  
The Art of Project Management  
(Berkum)  
The Little Book of Business Wisdom  
(Krass)  
First, Break All the Rules  
(Buckingham)  
The One Thing You Need to Know  
(Buckingham)  
American Business 1920-2000  
The Tom Peters Seminar

## **Marketing/Branding**

Purple Cow (Godin)  
The Marketing Playbook (Zagula)  
Getting Everything You Can Out of  
All You've Got (Abraham)  
Your Secret Wealth (Abraham)  
Positioning (Ries and Trout)  
Brand New (Koehn)  
Becoming a Category of One  
(Callaway)  
The 22 Immutable Laws of Marketing  
(Ries)  
Guerrilla Marketing (Levinson)  
Permission Marketing (Godin)  
All Marketers are Liars (Godin)  
Ogilvy on Advertising  
Duct Tape Marketing (Jantsch)

## **Negotiating/Conflict Resolution**

Crucial Conversations (Patterson, et.  
al.)  
Crucial Confrontations (Patterson et.  
al.)  
Getting to Yes (Ury and Fischer)  
The Art and Science of Negotiation  
(Raiffa)

## **Networking/People Skills**

Never Eat Alone (Ferrazzi)  
How to Win Friends and influence  
People (Carnegie)  
Emotional Intelligence (Goleman)  
Likeability (Sanders)  
Dig Your Well Before You're Thirsty  
(MacKay)  
Get More Referrals (Cates)

## **Productivity/Personal Growth**

Getting Things Done (Allen)  
The 80/20 Principle (Koch)  
Mastery (Leonard)  
The Fred Factor (Sanborn)  
Creating You and Company (Bridges)  
The 7 Habits of Highly Effective  
People (Covey)  
Now, Discover Your Strengths  
(Buckingham)  
The Art of Possibility (Zander)  
How to Have Your Best Year Ever  
(Rohn)  
Million Dollar Habits (Tracy)  
Goals (Tracy)  
Focal Point (Tracy)  
How the Best Get Better (Sullivan)  
How to Succeed in Business (Kriegel)  
The Power of Full Engagement  
(Loehr)  
The Success Principles (Canfield)

## **Sales**

The Little Red Book of Selling  
(Gitomer)  
Influence (Cialdini)  
Persuasion (Lakhani)  
Free Prize Inside (Godin)

## **Team Work**

The Wisdom of Teams (Katzenbach)  
Top Grading (Smart)  
High Five (Blanchard)  
Five Dysfunctions of a Team  
(Lencioni)  
Fish (Lundun)  
Top Grading (Smart)

## **Magazines**

Harvard Business Review  
Fast Company  
Business Week  
Inc.  
Fortune