

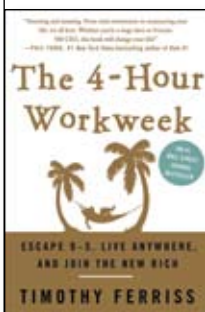
T+D READERS

In addition to the books we covered in 2007, these new books were also popular among readers.

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

By **Timothy Ferriss**
(Crown Publishers, 320 pp., \$19.95)

“You can have it all—really.” That’s the tagline from this number 1 *New York Times* and *Wall Street Journal* bestseller. To do so, author and entrepreneur Tim Ferriss says that readers need to adopt



the philosophies and lifestyles of the “new rich” who use time and mobility to their advantage. They have abandoned the traditional “slave-save-retire” approach and have instead redistributed retirement through-

out their lives.

Describing some of the same hot topics as other publications—meaningful living, the “myth” of retirement, and the relationship between money and happiness—Ferriss encourages readers to essentially chuck their office gigs. Some of his suggestions for doing so are not for the conventional, though, such as outsourcing life’s routine or daily tasks to virtual assistants. Savvy readers, however, will recognize much of his advice as glam versions of the same spiel workers seeking more work-life balance have been hearing for years now. The biggest difference, however, is that Ferriss presents his from a hip, twentysomething’s point of view.

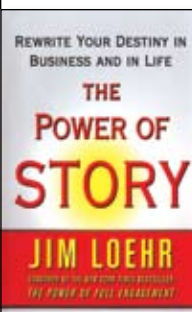
Think of this as the X Games answer to the Olympics.

Josephine Rossi

The Power of Story: Rewrite Your Destiny in Business and in Life

By **Jim Loehr**
(Free Press, 263 pp., \$25)

Inspired by the techniques Loehr has taught at his Human Performance Institute in Orlando, Florida, *The Power of Story* examines the way we tell stories about ourselves to ourselves and the way we can change those stories to alter our



business and personal lives.

“I believe the most important story you will ever tell about yourself is the story you tell to yourself,” writes Loehr.

While our stories affect how others see us and how we see

ourselves, the author notes that too few of us even recognize that we’re telling stories or that we can change them to transform our very destinies. *The Power of Story* shows us the ways in which our stories can be altered to change our lives exponentially.

Unhealthy storytelling, according to Loehr, is characterized by faulty thinking and long-term, negative consequences.

To fix a story gone awry, Loehr explains how to formulate honest questioning and self-regard, then rewrite stories using the three basics of storytelling—purpose, truth and action—to fashion a new, healthy, mission-oriented narrative. Later chapters provide guidelines for rewriting.

Paula Ketter

ARE ALSO RE

Leadership Solutions: The Pathway to Bridge the Leadership Gap

By David S. Weiss, Vince Molinaro, and Liane Davey
(John Wiley and Sons, 275 pp., \$34.95)

This book provides strategies and solutions to bridge the leadership gap in organizations. It highlights how organizations must resist creating solutions without proper analysis. It offers the top seven risks to organizations if they do not have a leadership strategy in place for the future, and it reinforces the need for executives to diagnose, build, and sustain leadership capacity in their organizations.



The authors explain how to conduct a leadership analysis, and determine exactly where the gaps are in both organizational and individual leadership; analyze the challenges a company faces; understand an organization's leader-

ship deficit; and generate leadership solutions tailored to the organization's particular needs and shortcomings.

Along with 13 chapters, the book's appendix includes sample leadership gap analysis questions, a sample survey of the organization's leadership culture, and a sample assessment of leader behaviors.

"*Leadership Solutions* challenges the conventional focus on individual leadership development. By highlighting the critical role of culture and organizational practices, it provides the pathway to build the leadership capacity of your organization," says Marianne Hasold-Schilter, senior vice president of leadership and top talent management for Scotiabank.

Paula Ketter

Microtrends: The Small Forces Behind Tomorrow's Big Changes

By Mark J. Penn with E. Kinney Zalesne
(Twelve, 448 pp., \$25.99)

Small is the new big according to Mark Penn, CEO of Burson-Marsteller public-relations firm, chief adviser to Senator Hillary Clinton's (D-N.Y.) presidential campaign, and author of this bestselling book. *Microtrends* is based on the idea that the most powerful forces in American society are the emerging, counterintuitive trends that are shaping tomorrow today. Penn argues that as people continue to use technology such as the



Internet as a means of uniting, these forces will increasingly drive and define our world.

More specifically, Penn defines a microtrend as "a small but growing group of people who share an intense

choice or preference that is often missed or undercounted." Each of these affinity groups can be as small as 3 million people—about 1 percent of the American population. But, he says, they can actually tip an election, make or break a business deal, or trigger a social movement.

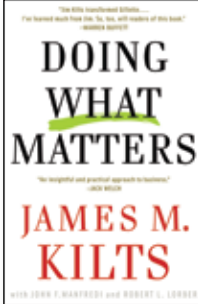
Sociologists, change specialists, and readers who loved *The Tipping Point* or *Freakonomics* will likely enjoy this tome too. It's teeming with statistics and numbers (from many outside sources) that contradict instinct and conventional wisdom. It's a concise, fun, and attention-grabbing read that is less about storytelling than it is about conveying the facts.

Josephine Rossi

Doing What Matters: How to Get Results That Make a Difference—The Revolutionary Old-School Approach

By James M. Kilts with John F. Manfredi and Robert L. Lorber
(Crown Business, 336 pp., \$27.50)

Jim Kilts has an impressive reputation as a businessman: a 35-year career including CEO positions at both Nabisco and Kraft Foods, and most recently, at Gillette. Not only did he lead and oversee these consumer products giants, he's also been responsible for several massive company turnarounds.



In his book, Kilts uses his cumulative experience and knowledge to create an action-based program focused on getting results at every level of business.

His focus is on applying old-school

fundamental business techniques to the 21st century digital business world. Kilts writes, "While knowing a lot is great, knowing how to use that knowledge is what matters in business." He also embraces the idea of "continuous dissatisfaction and constructive discomfort" with one's company in order to keep evolving and improving.

In this engaging and story-filled first-person account, some of the principles illustrated include using the fast-track, quick-screen elimination process, insisting on intellectual integrity, building credibility, committing to the ongoing strategy of "zero overhead growth" for cost control, looking at the big picture, rewarding people for results, establishing oneself as a leader, recognizing leadership as a process more than as a vision, and avoiding or escaping the "circle of doom."

Aparna Nancherla

READING

Strengths Finder 2.0

By Tom Rath
(Gallup Press, 192 pp., \$19.95)

From the Gallup Organization comes an update to its useful series of books on finding and developing employees' strengths. This one, by Tom Rath, grandson of Gallup founder Donald O. Clifton, takes the StrengthsFinder assessment tool to a new level of practicality. The 34 original themes remain the same, but the assessment is much quicker to take, and users are rewarded with a rich Strengths Discovery and Action-Planning Guide.

An online version of the assessment tool supplements the book, which has been on the *Wall Street Journal* and *BusinessWeek* best-seller lists.

The best thing about this book is its message, confirmed

by millions of Gallup data points, that positive interactions between bosses and employees produce positive results. When people have the opportunity at work to do what they do best, it increases their engagement and that can drive productivity and profitability.

Read this book for no other reason than to gain a fresh viewpoint on improving human performance. Focusing on building strengths is markedly unlike many popular theories that begin by finding gaps and weaknesses. After all, who wants to go from being terrible at something to being merely bad at it?

Pat Galagan



The Value of Learning: How Organizations Capture Value and ROI and Translate Them Into Support, Improvement, and Funds

By Patricia Pulliam Phillips and Jack J. Phillips
(Pfeiffer, 425 pp., \$45)

In an age when every dollar spent must yield a return of equal or greater value, training for its own sake is no longer acceptable. Learning departments must prove their worth in raw numbers much like the sales team. Thus the creation of return-on-investment, a financial

term now widely used to quantify the value of a very intangible concept: training.

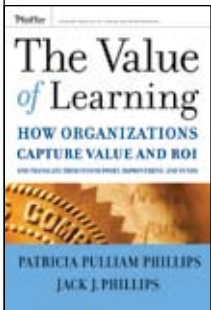
The authors are renowned for their work as advocates of the ROI concept in training. They delve into particular detail about how to measure

the value of a training regimen. In contrast with peers who offer bulleted lists of truisms, the authors utilize diagrams and questionnaires that pose forceful, strategic questions.

The book is academic in its presentation of analysis. Using a financial model does help to gain clarity prior to initiating training because the investment has a definite end; finishing with more than you started with. Therefore, if turnover is high, market share is low, or customer satisfaction is suffering, organizations might begin asking whether a training regimen is necessary.

With its hard emphasis on methods used to evaluate transactions, the ROI model is not for everyone. If training increases one's knowledge or changes behavior, the return is difficult to calculate in the same fashion as the relative efficiency of new equipment.

Michael Laff



We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business

By Barry Libert, Jon Spector, and thousands of contributors
(Wharton School Publishing, 176 pp., \$21.99)

Using the idea behind Wikipedia, a not-for-profit online encyclopedia that allows users to add and edit content, this wiki book is the collaborative project of more than 4,000 business experts and managers. An innovation in its own right, the book was the brainchild of Barry Libert, CEO of a business social network

provider called Mzinga, who sought the involvement of London-based publishing group Pearson PLC, University of Pennsylvania's Wharton Business School, and the Massachusetts Institute of Technology's Sloan School of Management.

The book explores how businesses can use online communities, social networking, and online consumer-generated media such as blogs to help with marketing and development. It's an exciting venture into groupthink, covering topics such as crowdsourcing, idea crossing, and leading from the rear. Frequent illustrations and "What You Can Do" sections make it user-friendly and accessible.

Content for the book was generated after the WeAreSmarter.org website was launched in 2006 with a few pages and chapter headings written as a starting point. The site was open to all contributors (with the stipulation of providing certain personal information) who were not paid for their services. Once submissions closed earlier this year, paid ghostwriters made the content into a book. All proceeds from the book will go to a charity voted on by the authors. The website remains open with continually updated blogs, podcasts, interviews, and active communities.

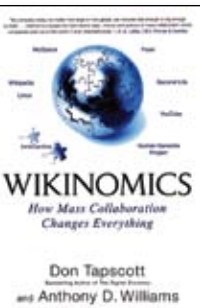
Aparna Nancherla



Wikinomics

By Don Tapscott and Anthony D. Williams
(Portfolio, 324 pp., \$25.95)

All the world's a wiki. The answer to every inquiry is now just a url away.



In their book, the authors attempt to categorize the meanings of the information age explosion. New communities of people with similar interests blossom regularly—unknown to all but devoted users. They discuss

the rise of the “prosumer,” a neologism referring to customers who can shape a product or service according to their own desires. On a more mundane level this occurs when a car buyer chooses custom

features and happens in the virtual world with Second Life where users create their own online identities.

Much of the ground the authors cover is familiar. They are putting a new, albeit creative, gloss on widely adopted concepts. In one chapter titled “The New Alexandrians” they discuss the growth of information being collected and shared for all users as a rival to the Alexandrian Greeks whose famed library attempted to catalog all of the great works in history. Where knowledge was once jealously guarded, today it is shared. Social networking is the building block of innovation.

The “wow” factor of the web, social networking and China are wearing off thanks to an overdose of media hyperbole, but their collective influence continues to grow.

Michael Laff

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