

# Introductory Article for the Monthly Book Reviews

(Book Review Article by Gary Tomlinson)

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*The illiterate of the 21<sup>st</sup> Century will not be those who cannot read or write,  
but those who cannot learn, unlearn, and relearn.*

Alvin Toffler

The above quote by Alvin Toffler sets the stage for the Business Leader's monthly book reviews. Each month, I will review a business book that is appropriate for the magazine's overall theme.

The business climate has had more changes in the last 20 years than in the last 2,000. The technological revolution is forcing us all to do more, faster. And the aftermath of re-engineering is forcing us to do more with fewer people. The *change problem* inside organizations would be less worrisome if the business environment would stabilize or at least slow down. However, credible evidence suggests the opposite.

Just as organizations are going to be forced to learn, change, and constantly re-invent themselves, so will increasing number of individuals, especially those in leadership. Given the pace and nature of change in today's business environment, the level of an organization's resiliency, its ability to handle change and bounce back, is going to depend upon the resources it devotes to the development of its people. As the rate of change increases, the willingness and ability to keep learning and developing become central to career success for individuals and to economic success for organizations.

The monthly book reviews are designed to share business books that will enable you to work "on" your business so that you can work better "in" your business. As Cavett Robert, founder of the National Speakers Association says, "learning from the school of hard knocks is very informing, but the tuition is too high! We should learn from other people's experiences." "If you would be successful, study those who are already successful."

Listed below are my favorite business books for the last fifteen years. Enjoy!

1989 *How to Win Friends and Influence People*  
By Dale Carnegie

1990 *The Fifth Discipline – The Art & Practice of the Learning Organization*  
By Peter Senge

1991 *The Seven Habits of Highly Effective People*  
By Stephen R. Covey

1992 *Flight of the Buffalo – Soaring to Excellence, Learning to Let Employees Lead*  
By James A. Belasco and Ralph C. Stayer

- 1993 *The Pursuit of Wow – Every Person’s Guide to Topsy-Turvey Times*  
By Tom Peters
- 1994 *The E Myth Revisited–Why Most Businesses Don’t Work and What to Do About It*  
By Michael E. Gerber
- 1995 *Leading Change*  
By John P. Kotter
- 1996 *Wooden – A Lifetime of Observations and Reflections On and Off the Court*  
By Coach John Wooden and Steve Jamison
- 1997 *The E Myth Manager – Why Management Doesn’t Work and What to Do About It*  
By Michael E. Gerber
- 1998 *Semper Fi – Business Leadership the Marine Corps Way*  
By Dan Carrison and Rod Walsh
- 1999 *The People Principle – A Revolutionary Redefinition of Leadership*  
By Ron Willingham
- 2000 *How to Win Customers & Keep Them for Life*  
By Michael LeBoeuf, Ph.D.
- 2001 *The Million Dollar Toolbox*  
By Ty Boyd
- 2002 *Good to Great – Why Some Companies Make the Leap...and Others Don’t*  
By Jim Collins
- 2003 *Integrity Selling for the 21<sup>st</sup> Century*  
By Ron Willingham
- 2004 *Fierce Conversations – Achieving Success at Work & in Life, One Conversation At a Time*  
By Susan Scott