

WHAT CORPORATE AMERICA IS READING

The top 10 business books for January

1. "Cut to the Chase and 99 Other Rules to Liberate Yourself and Gain Back the Gift of Time," by Stuart R. Levine; Currency

"Cut to the Chase" reveals no-nonsense rules on how to be more effective at work and make the best use of your most precious resource — your time.

2. "What Got You Here Won't Get You There: How Successful People Become Even More Successful," by Marshall Goldsmith, Mark Reiter; Hyperion

In this book, one of the nation's most sought-after executive coaches shows how subtle changes can make all the difference when climbing those last few rungs of the corporate ladder.

3. "It's Called Work for a Reason!: Your Success is Your Own Damn Fault," by Larry Winget; Gotham

In a hard-hitting book, author Winget writes that your success is not up to your boss, your manager, your employees or the economy. It's up to you.

4. "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage," by Daniel C. Esty, Andrew S. Winston; Yale University Press

"Green to Gold" explores what every executive must know to manage the environmental challenges facing society and business.

5. "Blueprint to a Billion: 7 Essentials to Achieve Exponential Growth," by David Thomson; John Wiley & Sons

This book provides a blueprint to help you turn your idea into the next multibillion dollar company.

6. "Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow," by Michael Moe; Portfolio

Learn how winners such as Dell, eBay, and Home Depot could have been spotted in their startup phase and how you can find Wall Street's future giants.

7. "Citizen Marketers: When People Are the Message," by Ben McConnell and Jackie Huba; Kaplan

This book provides a provocative new exploration of the ramifications of today's burgeoning social media.

8. "Riding the Blue Train: A Leadership Plan for Explosive Growth," by Bart Sayle, Surinder Kumar; Portfolio

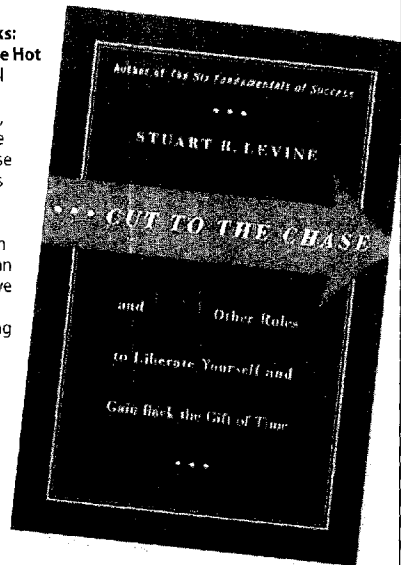
"Riding the Blue Train" shows managers how to transform their people and jump-start their results with a groundbreaking management idea.

9. "Payback: Reaping the Rewards of Innovation," by James P. Andrew, Harold L. Sirkin, John Butman; Harvard Business School Press

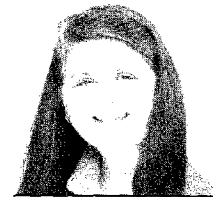
"Payback" offers a new way to think about and manage innovation.

10. "First, Break All the Rules," by Marcus Buckingham & Curt Coffman; Simon & Schuster.

Based on the largest study of its kind ever undertaken, more than 80,000 managers in 400 companies reveal revolutionary insights about successful managerial behavior. |



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YOUR BUSINESS MATTERS

Denise O'Berry

Speaking ill of your customers is never OK

There is never a good excuse to gripe about your customers in public. It doesn't matter how angry or frustrated your customers might make you. It doesn't matter if they're unrealistic or demanding. It doesn't matter if they want you to walk on water. Never, I repeat, never dis them in public.

The only thing it will do for you is make the person you are speaking with wonder whether you've ever talked about them like that. I'm not saying you need to be a wimp and take abuse from a customer. Just don't vent your frustration about them in a public forum. It will not be good for your business.

So what's the best way to get rid of that pent-up frustration?

- Find a confidential partner who can help you work through the issue. He or she might even be able to help you see where there are business opportunities that could come out of the situation.

- Locate a business masterminds group in your area. These usually are small groups of business owners who have made a commitment to help each other with business issues. If you can't find a group, think about starting one of your own.

Denise O'Berry is a small-business consultant in Tampa, Fla. Contact her at www.whatspossible.com.

