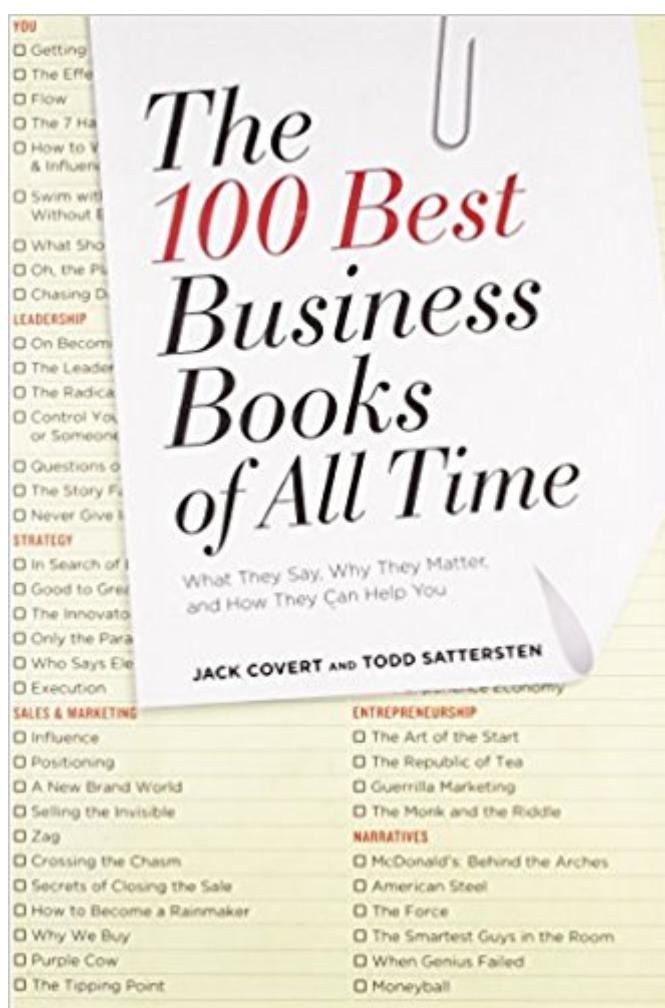


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# The 100 Best Business Books Of All Time: What They Say, Why They Matter, And How They Can Help You



## Synopsis

Thousands of business books are published every year. Here are the best of the best. After years of reading, evaluating, and selling business books, Jack Covert and Todd Sattersten are among the most respected experts on the category. Now they have chosen and reviewed the one hundred best business titles of all time—the ones that deliver the biggest payoff for today's busy readers. The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face, such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great. Many of the choices are surprising—you'll find reviews of Moneyball and Orbiting the Giant Hairball, but not Jack Welch's memoir. At the end of each review, Jack and Todd direct readers to other books both inside and outside The 100 Best. And sprinkled throughout are sidebars taking the reader beyond business books, suggesting movies, novels, and even children's books that offer equally relevant insights. This guide will appeal to anyone, from entry-level to CEO, who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money.

## Book Information

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## Customer Reviews

\*Starred Review\* Unbelievably, over 10,000 business books are published each year, creating a dizzying array of choices for the budding entrepreneur or executive manager seeking solutions. In some circles, the genre may have a reputation for being dull, but the best written have much to offer

to a wider audience. A great business book can encompass inspirational writing, biography, engaging narratives, even mystery and suspense. Covert and Sattersten operate 800-CEO-READ, a specialty business-book retailer. Out of the countless business books they have read every year for a quarter century, they have culled 100 of the best and presented them in review format. Of course, you get the classics, like *How to Win Friends and Influence People*, by Dale Carnegie (1936), and *The HP Way*, by David Packard (1995), but you also get the whimsical (*Oh, the Places You'll Go*, by Dr. Seuss, 1990); historical (*Never Give In*, speeches by Winston Churchill, 2003); artistic (*The Creative Habit*, by Twyla Tharp, 2003); and philosophical (*The Monk and the Riddle*, by Komisar and Lineback, 2000). This list and the fine reviews are proof positive that business books can offer a rich treasure of stories and inspiration. --David Siegfried

Jack Covert is the founder and president of 800-CEO-READ, a specialty business book retailer based in Milwaukee, Wisconsin. Todd Sattersten runs BizBookLab, a company that identifies, develops, and launches business books around the world. Todd is based in Portland, Oregon.

I have never been a great fan of "best of" compilations, though this volume is an exception. Many of the books I had heard of, but never read, and the summaries have allowed me to choose which books to read and not to read. The summaries are well written and I think the books chosen are the right mix of different topics. This paperback book is a great read for a long plane ride, and a great book to read and pass along to a business colleague.

I love this book because I love reading - and refreshing my memory about - great business ideas. It is not my favorite survey of business books due to a slightly light-weight, easy-read approach that does not do justice to all the ideas. BUT it is a great read and worth the time.

Good collection of books, but may need a new edition

I highly recommend this book. I use it as a reference on which book I should read next. The book gives you a to-the-point summary on the many worthy selections in different categories: e.g. 1 YOU2 LEADERSHIP3 STRATEGY4 SALES & MARKETING5 RULES & SCOREKEEPING6 MANAGEMENT7 BIOGRAPHIES8 ENTREPRENEURSHIP9 NARRATIVES10 INNOVATION AND CREATIVITY11 BIG IDEAS12 TAKEAWAYS I personally picked up a lot of books after reading the summaries. If you are looking into a book that saves you time from reading 100 books... you can

also pick this book up, however, to get the most out of the book(s), I recommend reading the book(s).

If a college-age intern asked you this summer to name the 100 best business books of all time, I have a cheat sheet for you. Some of your favorites won't be on this list and you'll likely be unfamiliar with several dozen--but that's a good thing. The co-authors run 800-CEO-READ and have been recommending business books for years--so buying the book was a no-brainer. It called out to me. Reading the book was both mandatory and motivating. The 100 best business books are categorized in 12 sections including: you (strengths, etc.), leadership, strategy, sales and marketing, rules and scorekeeping, management, biographies, entrepreneurship, narratives, innovation and creativity, big ideas and takeaways. I've read 21 of the 100 books. I'm familiar with another 25--and have always wanted to read about half of those. So the value of this book, for me, is having at my finger tips a two-page morsel on each of the 54 books I've never read. If your favorite book is missing, you can recommend it on their website. I've added my own, of course, *Mastering The Management Buckets: 20 Critical Competencies for Leading Your Business or Non-profit*. Each book summary includes a memorable quote in big, bold type, like "If you can't measure it, you can't manage it," from *The Balanced Scorecard*. Or, this from *Moments of Truth*, the classic customer service book by Jan Carlzon, who led the Swedish airline, SAS: "An individual without information cannot take responsibility; an individual who is given information cannot help but take responsibility." And how about this line from *The Partnership Charter: How to Start Out Right With Your New Business Partnership* (or *Fix the One You're In*), "A charter is a necessary tool because few people have been taught how to be partners." The co-authors are like fine surgeons in the art of reviewing business books: no wasted words, get to the heart of the matter, get out. Each two-page review delivers the diagnosis and enough medicine to get you moving. Even reading the summary of *The Effective Executive*, by Peter Drucker (one of my personal Top-20 books), gave me new insight and a new one-liner, "Effective executives solve problems once." This book is a treasure, and besides the 100 book summaries, it's jammed with delightful full-page sidebars including a readers' Top-10 poll (*The Goal* was No. 1), conferences to attend (like the TED conference), an interesting chart on the differences between fables, modern books and classics (with examples), the Top-10 bestselling business books from 2004 to 2008 (*Good to Great* was No. 1 with 1.4 million sales), six leadership movies, and why *The Economist* is the only magazine you need to read.

Time for a little story, folks. The tale of how I fortunately came across this meisterstück (the

"masterpiece") in the first place...::: I know, the suspense is slaying you! :::So one day I'm listening to Wayne "The Cranky Middle Manager Himself" Turmel's world-beating podcast when he ever-so-delicately slips in the plug for our good friends Jack and Todd over at the friendly confines of 800-CEO-Read. I'd never heard of the boys from Milwaukee before until I let my fast-as-flight fingers "do da walking," comme on dit. With nary a minute to spare, I hopped onto the interwebs and scored a fresh juicy copy off 's UK affiliate (who says the "Special Relationship" is dead?), and within days I was building up my finger callouses flipping frantically through this treasure trove's pages, devouring the words printed on the several hundred legacies of downed primeval forests. Um...perhaps let's not go there...Why do I dig this book, you ask? Well, for one, the concept's never been done before. Second, if you're anything like me (and I'm guessing if you're reading this then you are), you've likely had a difficult time keeping your tickler file updated with the thousand-and-one books your friends and colleagues have been raving about as "gotta have-must reads." Between my Wish List, my scrapbook, my laptop, and the caverns of my ailing grey matter, that's more titles than any Chromosomal Unit can shake a stick at. Ergo, the advent of "100 Best." Jack & Todd's book removes all this organizational trouble. FYI, my personal copy gravitated from my nighttable/laptop bag/hipside to colonized center stage on my desk. Slowly, but surely, I've been going through the titles of interest and literally feeling my synapses firing off. My brain is GROWING! For the record, I shared my copy...so I had to buy a new one. That's how "sticky" this read was! Oh yes!! I found only two problems with "The 100 Best Business Books of All Time" -- one, the omission of page totals in the footers might have better crystallized my choices of "what to read next," better enabling me to determine how long it would take me to complete a read instead of hopping online to for more details. Two, what are Jack Covert & Todd Sattersten going to do for an encore?! Egad! Does it get any better than this? Not according to this here reader.

The short summary goes straight to point, and actually raised my interest in many of the books I wouldn't have on my 'top of list'. Worth the buy and the time perusing. Make sure you honor the original authors, though, and buy the full version of your favorites!

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