

# Suggested Independent Reading List:

Audience:

- Entrepreneur
- Developing C-level

Category:	Title:	Author:
<b>OPERATIONAL EXCELLENCE:</b>		
	GOOD TO GREAT	COLLINS
	BUILT TO LAST	COLLINS
	CONFRONTING REALITY	BOSSIDY
	WHAT IS SIX SIGMA (EMPLOYEES OF A SIX SIGMA ORG.)	PANDE
	THE SIX SIGMA WAY (LIGHT OVERVIEW)	PANDE
	ROTH & STRONG'S SIX SIGMA POCKET GUIDE (IMPLEMENTATION)	ROTH & STRONG
	YOU'RE IN CHARGE, NOW WHAT?	NEFF & CITRIN
	LEAN SIX SIGMA (FOR SERVICES)	GEORGE
<b>SALES/MARKETING/PRODUCT MANAGEMENT:</b>		
	TRANSFORMATIONAL CHANGE	WENTZ
	THE TIPPING POINT	GLADWELL
<b>INNOVATION:</b>		
	PLAY ZONE	PINAULT
	DOES IT MATTER	CARR
	THE NEW NORMAL	MCNAMEE
<b>LEADERSHIP AND HUMAN CAPITAL:</b>		
	PRIMAL LEADERSHIP	GOLEMAN
	TOPGRADING	SMART
	PLEASE UNDERSTAND ME	KEIRSEY
	AFTERSHOCK	WOODWARD
	THE BIRTH ORDER BOOK	LEMAN
	THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE	COVEY
	STUMBLING ON HAPPINESS	GILBERT
	THE WORKFORCE SCORECARD	HUSELID
	WORKFORCE CRISIS	DYCHTWARD
	VIRTUAL LEADER	DYNAMIC LEARNING BY
<b>ECONOMIC MODELS &amp; RISK MANAGEMENT:</b>		
	THE BIRTH OF PLENTY	BERNSTEIN
	FORTUNE'S FORMULA	POUNDSTONE
	WHY MOST THINGS FAIL	ORMEROD
	AGAINST THE GODS	BERNSTEIN
	RISK INTELLIGENCE	APGAR
	MORE THAN YOU KNOW	MAUBOUSSIN
<b>GLOBAL TRENDS:</b>		
	THE FUTURE OF COMPETITION	PRAHALAD
	REVOLUTIONARY WEALTH	TOFFLER
	ONE BILLION CUSTOMERS	MCGREGOR

Information Reading on Everything: [www.dummies.com](http://www.dummies.com)