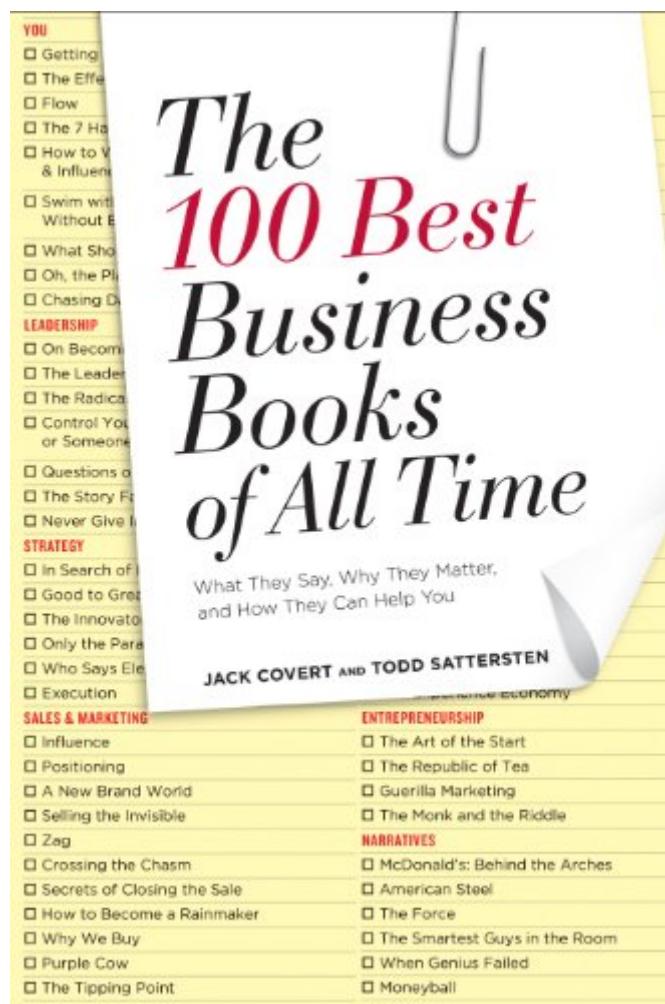


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The 100 Best Business Books Of All Time: What They Say, Why They Matter, And How They Can Help You



Synopsis

This book is a no-brainer for your bookshelf-it's like having a literate Cliff's Notes guide to all those books you know you should have read by now." -Dan Heath, coauthor of *Made to Stick* More than 11,000 business books are published each year, and hidden somewhere in that overwhelming stack is the solution to your current business problem. For twenty-five years, Jack Covert and Todd Sattersten have made it their job to recommend the best business books, and now they've taken on the ultimate challenge-to reread the classics, the bestsellers, and the sleepers and choose the 100 most relevant, most revealing, most useful books in business history. This collection is more than just a list. Covert and Sattersten highlight important takeaways and put each book in context. Their insights can help anyone cut through the clutter and discover the business books that are truly worth their time and money. "

Book Information

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Customer Reviews

This is a decently organized collection of business books but it left me frustrated. I wanted to learn the key ideas in these 100 books and this book did not provide it. That is my main criticism. I am just

not that interested in learning how "refreshing" the style of writing is or in reading commentary on how clever the author was. So, if you think that you are going to get summaries and distillations of the ideas from these 100 books then you are mostly mistaken. I say mostly because there are indeed a few (a very few) morsels provided in each review. However, all too often the review just says something like "the author then provides 8 ideas that you should consider in setting up your business", but you don't get to learn what those 8 ideas are! Down with fluffy teasers. I also wish the collection did not restrict itself only to relatively contemporary works. That is like saying music should only be understood by looking at everything from the Beatles on. Don't get me wrong: I love the Beatles but what about Bach? Frederick Taylor's views of the employee may be old but it still provides insight into how a sizeable portion of businesses are still being run around the world today ... not to mention that it gives us a context for understanding how we got to where we are right now. In fairness, there are a number of "pop numbers" that I would have never learned about if not for this book. So, I feel the authors do a credible job of surveying and presenting fresh options based on contemporary (e.g. humanitarian) business values and trends. If you like this book you probably owe it to yourself to broaden your list a little. There are a lot of "best business" lists out there.

Presumably when Jack Covert and Todd Sattersten made their selections for this book, they struggled to decide which books to include written by prolific authors such as Warren Bennis, Clayton Christensen, Peter Drucker, James Kouzes and Barry Posener, C.K. Prahalad, and Noel Tichy. I am curious to know why they include Billy Beane's Moneyball instead of Thomas Davenport's Competing on Analytics, Po Bronson's What Should I Do with My Life? instead of Benjamin Franklin's Autobiography or James O'Toole's Creating the Good Life, and Annette Simmons' The Story Factor but none of Stephen Denning's books, notably The Leader's Guide to Storytelling and/or The Secret Language of Leadership? And why include none of the books written by others such as Joel Barker (Paradigms), Kenneth Blanchard (The One Minute Manager, with Spencer Johnson), William Bridges (Transitions), Henry Chesbrough (Open Innovation), Eric Drexler (Engines of Creation), Howard Gardner (Multiple Intelligences), Bill George (True North), Jason Jennings (Think Big, Act Small), Jon Katzenbach (The Wisdom of Teams), Philip Kotler (Marketing Management), Thomas Kuhn (The Structure of Scientific Revolutions), David Ogilvy (On Advertising), Michael Ray (Creativity in Business), and Joseph Schumpeter (Capitalism, Socialism, and Democracy)? That said, I think Covert and Sattersten have created an invaluable single source of information, especially given the fact that 11,000 business books were published in the United

States in 2007 and, when I last checked, more than 1.9-million business books are now offered by , including more than 267,000 in the "business management" category.

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