

**THE OUTLIERS: The Story of Success**

by Malcolm Gladwell

It is a highly readable combination of personal stories and professional disciplines. I gave copies to my executive staff as background for our strategic planning process; the book gives you a fresh way to think.



**MERYL LEVITZ**, president and CEO, Greater Philadelphia Tourism Marketing Corporation

**QBQ! THE QUESTION BEHIND THE QUESTION: Practicing Personal Accountability in Business and in Life**

by John G. Miller

When you're frustrated with someone or something and you think, "Why is this happening to me?" step back and ask the question before the question. What can I do about it? Or how can I affect a positive outcome? QBQ helps us understand the dynamics of personal accountability and



action and how to avoid blame and victim thinking. It's a life-changer.  
**KEVIN NOLAN**, president, Nolan Painting, Inc.

**THE POWER BROKER: Robert Moses and the Fall of New York**

by Robert A. Caro

*The Power Broker* is a biography of the "master builder of mid-20th century New York City." Moses' story is one of planning and management on a grand scale, and he shows how the leader can sometimes be seen as a villain or a hero as communities and livelihoods are displaced by progress. It teaches that building and creating anything of significance almost always is done at significant cost, sacrifice and, sometimes, destruction of the old in favor of the new. I've seen this play out in many cities and in my own business as I've grown and remade my business as times have changed. I've also remade myself as a leader, substantively changing things or even shedding parts of my company in favor of becoming better as a company and stronger as a leader. For many executive managers, *The Power Broker* is both inspirational and cautionary.



**CHARNELLE HICKS**, president, CHPlanning Limited

**columnist picks**



**WISDOM AT THE TOP: Lessons on Leadership and Life from 35 CEOs**

local author by Scott D. Rosen

An inside look at what makes 35 of our region's premier CEOs tick. Rosen does a nice job getting to know these leaders, and then sharing their formative experiences and guiding principals. [It includes] lots of good lessons learned from leaders we can relate to.

**ALAN KAPLAN**, president and CEO, Kaplan & Associates, Inc.  
 Column: Talent Matters

**SIMPLE NUMBERS, STRAIGHT TALK, BIG PROFITS: 4 Keys to Unlock Your Business Potential**

by Greg Crabtree

Greg Crabtree has distilled key lessons for making serious money in your business. More importantly, he highlights some truths about business I've yet to see articulated in any other book on growing a business, starting with the fatal mistake of thinking you're making a great profit without accounting for a reasonable salary for yourself.

**VERNE HARNISH**, CEO, Gazelles  
 Column: Growth Guy

**ONLY THE PARANOID SURVIVE: How to Exploit the Crisis Points that Challenge Every Company**

by Andrew S. Grove

Andy Grove delivers a gripping story about the need for constant innovation in a technology company. But the advice he gives is crucial for any organization that risks stagnation and ossification, and it is as relevant to a nonprofit as it is to a web startup.

**DAVID TROY**, president and co-founder, Roundhouse Technologies  
 Column: Innovator

**DIFFERENT: Escaping the Competitive Herd**

by Youngme Moon

Youngme Moon's book stresses that successful innovations result from mission-driven perspective as much as market analysis. Moon highlights companies like Red Bull and Ikea that deviated intentionally from competitors and pursued a broader vision over time instead of matching rivals trend-for-trend.

**TOM LOVELAND**, founder and CEO, Mind Over Machines  
 Column: Innovator

**CEO Forum is now online!**



Inspired by the CEO Forum section of the magazine, SmartCEO has created a LinkedIn group that takes CEO idea-sharing virtual. Join the discussions of more than 100 members and counting on the SmartCEO Forum LinkedIn group, exclusively for Mid-Atlantic business leaders.

**THE FOUR AGREEMENTS: A Practical Guide to Personal Freedom (A Toltec Wisdom Book)**

by Don Miguel Ruiz

This book provided me with the tools to be successful in business and the power and privilege to be considered a leader. *The Four Agreements* can be useful in busi-

ness as well as everyday life. They are: be impeccable with your word, don't make assumptions, don't take anything personally and always do your best.



**GINA RUBEL**, CEO, Furia Rubel Communications