

October/November/December 1994

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR, Fellow PRSA Chairman**

**RE: Bibliography for the Inquisitive Executive or Leader**

Here's a current list of really good business books for the inquisitive executive or leader. Each of these is on my must read list.

1. *Control Your Destiny or Someone Else Will*, Sherman Tichy, Currency Doubleday, © 1993 -- The story of how Jack Welch is remaking General Electric.
2. *The Corporate Coach*, James B. Miller with Paul B. Brown, St. Martin's Press, © 1993 -- Interesting approaches to relating to people conversationally (a little anti-leader; be careful).
3. *The Customer Comes Second*, Rosenbluth and Peters, William Morrow & Company, © 1992 -- If you don't make employees first, you'll never get your customers there either. This book tells you why and how.
4. *Danger in the Comfort Zone*, Judith M. Bardwick, AMACOM Books, © 1993 -- How to tell your employees that they are no longer entitled to their jobs.
5. *Discovering the Future*, Joel Arthur Barker, ILI Press, © 1989 -- This is the book that made "paradigm shifts" a corporate household word.
6. *The Effective Executive*, Peter F. Drucker, Harper & Row Publishers, © 1967.
7. *Flawless Consulting*, Peter Block, University Associates, Inc., © 1981 -- Still the most cogent text on the practice of consulting.
8. *Help for Shy People and Anyone Else Who Felt ill at Ease on Entering a Room Full of Strangers*, Gerald M. Phillips, Barnes & Noble Books, © 1981 -- Good, common sense advice.
9. *Lions Don't Need to Roar*, Debra A. Benton, Warner Books, © 1992 -- A book about arrogance reduction . . . just the thing for that executive who's full of it.
10. *Loyalty: An Essay on the Morality of Relationships*, George P. Fletcher, Oxford University Press, © 1993 -- A book for those who think about building better relationships.
11. *Managing by Storying Around: A New Method of Leadership*, David M. Armstrong, Doubleday Currency Books, © 1992 -- How to use the most powerful persuasive technique known to man, telling effective stories.
12. *Managing Is A Performing Art*, Peter B. Vaill, Josey Bass Publishers, © 1989 -- Excellent essays on leadership in communication by executives.
13. *Power Vision*, George W. Watts, Publishers Business One Irwin, © 1993 -- Unlocking the six dimensions of executive potential; how executives think.
14. *Principle-Centered Leadership*, Stephen R. Covey, Summit Books, © 1991.
15. *Yes or No: The Guide to Better Decisions*, Spencer Johnson, Harper Collins, © 1992 -- Thinking strategies to get better decisions.

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