



EIGHTY-TWO EXCELLENT BOOKS

82 field-tested business books from the domains of learning, community and teamwork, entrepreneurship, leadership, marketing, innovation, personal development and coaching in
Top Ten Lists

by Johannes Partanen

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EIGHTY-TWO EXCELLENT BOOKS

The following pages contain lists on excellent books as “top ten lists” (and one “top twelve list”) in the domains of learning, communities and teamwork, entrepreneurship, leadership, marketing and customers, innovation, personal development and coaching. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Johannes Partanen’s recommendations. And experience of starting and then coaching the first Team Academy for 18 years.

The first book on the list is the easiest and the last book is the most demanding one. It is recommended that you start from the first and proceed in order towards the last one.

The number in parenthesis indicates the book’s ”literature point number”. The number varies from one to three. One refers to an easy book, two to a medium difficulty level and three to the most demanding. The difficulty level is based both on the amount of work needed to apply the book’s ideas into practice and on theoretical difficulty. These points are used in various coaching programs and processes that use Team Academy methods to indicate and measure the amount of theory studies.

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TOP TEN BOOKS ON LEARNING

Understanding learning on the individual, the team and the organizational level is critical. Each one of us has our own unique way of learning. There are three central principles in learning. First of all, each learner individually builds his or her knowledge. Second, knowledge is always part of context. Because of this, learners must apply knowledge into action as fast as they can. Third, the learning environment is much more important than we have realized before. By understanding these learning principles you can accelerate your speed of learning. Johannes Partanen

1. Prashnig: The Power Of Diversity (2)
2. Dryden & Vos: The Learning Revolution (2)
3. Murphy: The Power of Your Subconscious Mind (2)
4. Quinn: Ismael (2)
5. Rogers: Adults Learning (2)
6. Marquard: Action Learning (3)
7. Senge: The Fifth Discipline (3)
8. Marquardt: Building the Learning Organization (3)
9. Mintzberg: Managers not MBAs (3)
10. Cunningham: The Wisdom of Strategic Learning (3)

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TOP TEN BOOKS ON COMMUNITIES AND TEAMWORK

Nearly every book that deals with post-modern society emphasises the importance of community. Learning in teams and in a community is much more effective (and fun) than learning alone. We are social creatures. The networks people are part of are huge communities where the glue that keeps it all together is trust capital. These books are about trust, human relationships and learning together. Johannes Partanen

1. Morgan: Mutant Message Down Under (1)
2. Kyle: Making it Happen (2)
3. Riley: The Winner Within (3)
4. Huszczo: Tools for Team Excellence (2)
5. Isaacs: Dialogue (3)
6. Lipman-Blumen & Leavitt: Hot Groups (3)
7. Bennis & Biederman: Organizing Genius (2)
8. Katzenbach & Smith: The Discipline of Teams (2)
9. Katzenbach: Peak Performance (3)
10. Wenger & McDermott & Snyder: Cultivating Communities of Practice (3)

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TOP TEN BOOKS ON ENTREPRENEURSHIP

Team Academy Methods are used to coach and support people who wish to build their own team companies. The company acts as a tool that helps individuals to learn. It is built gradually over time, as are all other companies in the world. Thus reading bibliographies of entrepreneurs helps us to understand our own company better. Additionally, different kinds of tools are needed to build effective companies. The selective of books on entrepreneurship help in finding the right tools to get the job done. Johannes Partanen

1. Lager: Ben & Jerry's – The Inside Scoop (2)
2. Stone: The Agony and the Ecstasy – A Biographical Novel of Michelangelo (3)
3. Bridges: Creating You & Co. (2)
4. Kotter: Matsushita Leadership (3)
5. Collins & Porras: Built to Last (3)
6. Roddick: Business as Usual (3)
7. Dell: Direct from Dell (2)
8. Csikszentmihalyi: Good Business (2)
9. DeGeus: The Living Company (2)
10. Prahalad & Ramaswamy: The Future of Competition (3)

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TOP TEN BOOKS ON LEADERSHIP

The more flat an organization, the more it needs leadership. This is a paradox that is sometimes challenging to grasp: the more you wish to have self-organizing systems and self-management, the more you need leadership. In a flat organization leading and following alternate. That's why each one of us must understand what is leadership and how to lead other people. Leading thoughts act as lighthouses that allow us to lead better and find our direction – they are at the core of leadership. A good leader also needs tools and skills..

Johannes Partanen

1. Nair: A Higher Standard of Leadership (2)
2. Drucker: The Effective Manager (2)
3. Covey: First Things First (3)
4. Drucker: The Essential Drucker (2)
5. Kotter: Leading Change (2)
6. Kouzes & Posner: The Leadership Challenge (3)
7. Morgan: Images of Organization (3)
8. Mintzberg & Ahlstrand & Lampel: Strategy Safari (2)
9. Vicere & Fulmer: Leadership by Design (3)
10. Bennis, Warren & Spreitzer, Gretchen & Cummings, Thomas (ed): The Future of Leadership (3)

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TOP TEN BOOKS ON MARKETING & CUSTOMERS

According to Peter Drucker a company has two functions: marketing and innovating. They are the functions that bring income. Companies also have a role in creating and maintaining the society in which we live – a social purpose. But ultimately, all companies are built to serve customers. The books below include such themes as customer relationships, sales, marketing communication, brands and image building.

1. Raphel & Raphel: Up the Loyalty Ladder – Turing Sometime Customers into Full-Time Advocates of Your Business (2)
2. Gitomer: The Sales Bible (3)
3. Tasca: You Will Be Satisfied (2)
4. Spoelstra: Ice to the Eskimos (2)
5. Ries & Trout: Positioning (2)
6. Gad: 4-D Branding (2)
7. Wiersema: Customer Intimacy (2)
8. Pine II & Gilmore: Experience Economy (3)
9. Kunde: Corporate Religion (2)
10. McDonald & Martin & Know & Payne: Creating a Company for Customers (3)

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TOP TEN BOOKS ON INNOVATION

The importance of innovating has increasingly grown over the last decades. When something is invented, it will take many years for the invention to turn into innovation. Today we need social innovations that are more about processes, methods and people than about machines and microchips. Team Academy Methods is a multifaceted set of tools that contain many “micro-innovations”. We have been working on it for over 14 years. These books have given us many ideas and I hope they will inspire you too to invent something new and turn it into innovation! Johannes Partanen

1. Norström & Ridderstråle: Karaoke Capitalism - Daring to Be Different in a Copycat World (2)
2. Collins: From Good to Great (3)
3. Himanen: The Hacker Ethic (2)
4. De Bono: Six Thinking Hats (1)
5. Johansson: The Medici Effect (3)
6. Quinn: Change the World (3)
7. Christensen: The Innovator's Dilemma (3)
8. Normann: Re-Framing Business (3)
9. Robinson: Out of Our Minds – Learning to be Creative (3)
10. Nonaka & Takeuchi: The Knowledge Creating Company (3)

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TOP TEN BOOKS ON PERSONAL DEVELOPMENT

Know thyself. You have to explore yourself through your whole life. It is said that man reaches his or her full knowledge at the age of 84 if God gives him or her enough days of life. Entrepreneurs and coaches need imagination, philosophy, new ways of thinking and skills to grow as professionals and humans. These books are all about blossoming and awakening to a new world by searching new perspectives inside. Johannes Partanen

1. Coelho: Warrior of Light – a Manual (1)
2. Sharma: The Monk Who Sold His Ferrari (2)
3. Frankl: Man's Search for Meaning (2)
4. Bach: Jonathan Livingston Seagull (1)
5. De Mello: Awareness (2)
6. Dalai-Lama: The Art of Happiness (3)
7. Coelho: Alchemist (1)
8. De Mello: Song of the Bird (1)
9. Jaworski: Synchronicity (2)
10. Bryson: A Short History of Nearly Everything (3)

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TOP TWELVE BOOKS ON COACHING

In addition to previous top ten lists, here is a summary of “must-books” that coaches have to read! They have been taken from the previous lists.

1. Isaacs: Dialogue (3)
2. Downey: Effective Coaching (2)
3. Katzenbach: The Discipline of Teams (2)
4. Robinson: Out of Our Minds – Learning to be Creative (3)
5. Riley: The Winner Within (3)
6. Senge: The Fifth Discipline (3)
7. Pine II & Gilmore: Experience Economy (3)
8. Kouzes & Posner: The Leadership Challenge (3)
9. Cunningham: The Wisdom of Strategic Learning (3)
10. Nonaka & Takeuchi: The Knowledge Creating Company (3)
11. Prahalad & Ramaswamy: The Future of Competition (3)
12. Wenger & McDermott & Snyder: Cultivating Communities of Practice (3)