

# The *100 Best Business Books* of All Time

What They Say, Why They Matter, and How They Can Help You  
JACK COVERT AND TODD SATTERSTEN

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## BOOKS IN THE 100 BEST

All the books in the 100 best, separated by chapter.

### You

Improving your life, your person and your strengths.

*Flow* by Mihaly Csikzentmihalyi

*Getting Things Done* by David Allen (also available in **CD** and **audio**)

*The Effective Executive* by Peter Drucker

*How to Be a Star at Work* by Robert E. Kelley

*The 7 Habits of Highly Effective People* by Stephen R. Covey (also available in audio)

*How to Win Friends & Influence People* by Dale Carnegie (also available in audio)

*Swim with the Sharks Without Being Eaten Alive* by Harvey B. Mackay

*The Power of Intuition* by Gary Klein

*What Should I Do with My Life?* by Po Bronson (also available in **audio**)

*Oh, the Places You'll Go* by Dr. Seuss/Theodore Geisel (also available in audio)

*Chasing Daylight* by Eugene O'Kelly

### Leadership

Inspiration. Challenge. Courage. Change.

*On Becoming a Leader* by Warren Bennis

*The Leadership Moment* by Michael Useem

*The Leadership Challenge* by James M. Kouzes and Barry Z. Posner (also available in **CD**)

*Leadership Is an Art* by Max De Pree (also available in **CD** and **audio**)

*The Radical Leap* by Steve Farber

*Control Your Destiny or Someone Else Will* by Tichy and Sherman (also available in **CD**)

*Leading Change* by John P. Kotter (also available in **CD** and **audio**)

*Questions of Character* by Joseph L. Badaracco, Jr.

*The Story Factor* by Annette Simmons

*Never Give In! Speeches* by Winston Churchill (also available in **audio**)



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## **Strategy**

Eight organizational blueprints from which to draft your own.

*In Search of Excellence* by Thomas J. Peters and Robert H. Waterman, Jr.

*Good to Great* by Jim Collins

*The Innovator's Dilemma* by Clayton M. Christensen (also available in audio)

*Only the Paranoid Survive* by Andrew S. Grove

*Who Says Elephants Can't Dance?* by Louis V. Gerstner, Jr. (also available in audio)

*Discovering the Soul of Service* by Leonard Berry

*Execution* by Larry Bossidy and Ram Charan (also available in CD and audio)

*Competing for the Future* by Gary Hamel and C. K. Prahalad

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## **Sales and Marketing**

Approaches and pitfalls in the ongoing process of creating customers.

*Influence* by Robert B. Cialdini, PhD

*Positioning* by Al Ries and Jack Trout

*A New Brand World* by Scott Bedbury with Stephen Fenichell

*Selling the Invisible* by Harry Beckwith (also available in CD and audio)

*Zag* by Marty Neumeier

*Crossing the Chasm* by Geoffrey A. Moore

*Secrets of Closing the Sale* by Zig Ziglar (also available in CD and audio)

*How to Become a Rainmaker* by Jeffrey J. Fox (also available in CD and audio)

*Why We Buy* by Paco Underhill (also available in audio)

*The Experience Economy* by B. Joseph Pine II and James H. Gilmore (also available in audio)

*Purple Cow* by Seth Godin (also available in audio)

*The Tipping Point* by Malcolm Gladwell (also available in CD and audio)

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## **Rules and Scorekeeping**

The all-important numbers behind the game.

*Naked Economics* by Charles Wheelan

*Financial Intelligence* by Karen Berman and Joe Knight

*The Balanced Scorecard* by Robert S. Kaplan and David P. Norton

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## **Management**

Guiding and directing the people around you.

*The Essential Drucker* by Peter Drucker

*Out of the Crisis* by W. Edwards Deming

*Toyota Production System* by Taiichi Ohno (also available in CD)

*Reengineering the Corporation* by Michael Hammer and James Champy

*The Goal* by Eliyahu M. Goldratt and Jeff Cox (also available in CD and audio)

*The Great Game of Business* by Jack Stack with Bo Burlingham

*First, Break all the Rules* by Marcus Buckingham and Curt Coffman (also available in CD)

*Now, Discover Your Strengths* by Buckingham and Clifton (also available in CD)

*The Knowing-Doing Gap* by Jeffrey Pfeffer and Robert I. Sutton

*The Five Dysfunctions of a Team* by Patrick Lencioni (also available in audio)

*Six Thinking Hats* by Edward De Bono

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## **Biographies**

Seven lives. Unlimited lessons.

*Titan* by Ron Chernow

*My Years with General Motors* by Alfred P. Sloan, Jr.

*The HP Way* by David Packard

*Personal History* by Katharine Graham

*Moments of Truth* by Jan Carlzon

*Sam Walton: Made in America* by Sam Walton with John Huey

*Losing My Virginity* by Richard Branson

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## **Entrepreneurship**

Seven guides to the passion and practicality necessary for any new venture.

*The Art of the Start* by Guy Kawasaki (also available in CD and audio)

*The E-Myth Revisited* by Michael E. Gerber (also available in CD and audio)

*The Republic of Tea* \*\* by Mel Ziegler, Patricia Ziegler, and Bill Rosenzweig

*The Partnership Charter* by David Gage

*Growing a Business* by Paul Hawken

*Guerrilla Marketing* by Jay Conrad Levinson (also available audio)

*The Monk and the Riddle* Randy Komisar with Kent Lineback

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## **Narratives**

Six industry tales of both fortune and failure.

*McDonald's: Behind the Arches* by John F. Love

*American Steel* \*\* by Richard Preston

*The Force* by David Dorsey

*The Smartest Guys in the Room* by Bethany McLean and Peter Elkind

*When Genius Failed* by Roger Lowenstein

*Moneyball* by Michael Lewis (also available in audio)

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## **Innovation & Creativity**

Insight into the process of developing new ideas.

*Orbiting the Giant Hairball* by Gordon MacKenzie

*The Art of Innovation* by Tom Kelley with Jonathan Littman (also available in audio)

*Jump Start Your Business Brain* by Doug Hall

*A Whack on the Side of the Head* by Roger Von Oech

*The Creative Habit* by Twyla Tharp

*The Art of Possibility* by Rosamund Stone Zander and Benjamin Zander

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## **Big Ideas**

The future of business books lies here.

*The Age of Unreason* by Charles Handy

*Out of Control* by Kevin Kelly

*The Rise of the Creative Class* by Richard Florida

*Emotional Intelligence* by Daniel Goleman (also available in CD and audio)

*Driven* by Paul R. Lawrence and Nitin Nohria

*To Engineer is Human* by Henry Petroski

*The Wisdom of Crowds* by James Surowiecki (also available in audio)

*Made to Stick* by Chip Heath and Dan Heath (also available in CD and audio)

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## **Takeaways**

What everyone is looking for.

*The First 90 Days* by Michael Watkins (also available in CD and audio)

*Up the Organization* by Robert Townsend

*Beyond the Core* by Chris Zook

*Little Red Book of Selling* by Jeffrey Gitomer (also available in CD and audio)

*What the CEO Wants You to Know* by Ram Charan

*The Team Handbook* by Peter Scholtes, Brian Joiner, and Barbara Streibel

*A Business and Its Belief* by Thomas J. Watson, Jr.

*Lucky or Smart?* by Bo Peabody (also available in audio)

*The Lexus and the Olive Tree* by Thomas L. Friedman (also available in CD and audio)

*Thinkertoys* by Michael Michalko

*More Than You Know* by Michael J. Mauboussin

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\*\* To buy *The Republic of Tea*, [visit their site](#).

\*\* *American Steel* is presently out-of-print. Your best bet is to head to your local library.

