

BEST BUSINESS BOOKS 2011

Harvard Business Review

<p>Ethics and Aspirations</p> <p>Howard Schultz with Joanne Gordon <u>Onward: How Starbucks Fought for Its Life without Losing Its Soul</u> (Rodale, 2011)</p> <p>Edward E. Lawler III and Christopher G. Worley, with David Creelman <u>Management Reset: Organizing for Sustainable Effectiveness</u> (Jossey-Bass, 2011)</p> <p>Michael Beer, Russell A. Eisenstat, Nathaniel Foote, Tobias Fredberg, and Flemming Norrgren <u>Higher Ambition: How Great Leaders Create Economic and Social Value</u> (Harvard Business Review Press, 2011)</p>	<p>Management</p> <p>Bob Lutz <u>Car Guys vs. Bean Counters: The Battle for the Soul of American Business</u> (Portfolio/Penguin, 2011)</p> <p>Roger L. Martin <u>Fixing the Game: Bubbles, Crashes, and What Capitalism Can Learn from the NFL</u> (Harvard Business Review Press, 2011)</p> <p>Tim Harford <u>Adapt: Why Success Always Starts with Failure</u> (Farrar, Straus and Giroux, 2011)</p>
<p>Strategy</p> <p>Paul Leinwand and Cesare Mainardi <u>The Essential Advantage: How to Win with a Capabilities-Driven Strategy</u> (Harvard Business Review Press, 2011)</p> <p>Michael A. Cusumano <u>Staying Power: Six Enduring Principles for Managing Strategy and Innovation in an Uncertain World</u> (Oxford University Press, 2010)</p> <p>Richard P. Rumelt <u>Good Strategy, Bad Strategy: The Difference and Why It Matters</u> (Crown Business, 2011)</p>	<p>Marketing</p> <p>Simon Mainwaring <u>We First: How Brands and Consumers Use Social Media to Build a Better World</u> (Palgrave Macmillan, 2011)</p> <p>David A. Aaker <u>Brand Relevance: Making Competitors Irrelevant</u> (Jossey-Bass, 2011)</p> <p>Gary Vaynerchuk <u>The Thank You Economy</u> (Harper Business, 2011)</p>
<p>Economics</p> <p>Michael Spence <u>The Next Convergence: The Future of Economic Growth in a Multispeed World</u> (Farrar, Straus and Giroux, 2011)</p> <p>Jeff Madrick <u>Age of Greed: The Triumph of Finance and the Decline of America, 1970 to the Present</u> (Knopf, 2011)</p> <p>Sylvia Nasar <u>Grand Pursuit: The Story of Economic Genius</u> (Simon & Schuster, 2011)</p>	<p>Technology</p> <p>Kevin Kelly <u>What Technology Wants</u> (Viking, 2010)</p> <p>Steven Levy <u>In the Plex: How Google Thinks, Works, and Shapes Our Lives</u> (Simon & Schuster, 2011)</p> <p>Stephen Baker <u>Final Jeopardy: Man vs. Machine and the Quest to Know Everything</u> (Houghton Mifflin Harcourt, 2011)</p>