

Say it like Obama and win! : The power of speaking with purpose and vision / Shel Leanne

Location: 316.772.4 LEA

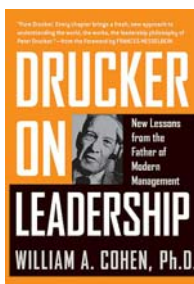
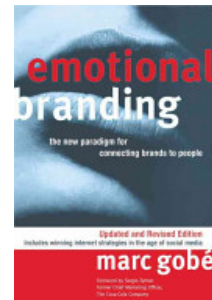
“President Barack Obama never fails to fire up a crowd. Whether he’s addressing societal injustices or explaining complex policy decisions, Obama gains legions of enthusiastic supporters with every speech he makes. With Say it Like Obama and Win!, you hold in your hands the secrets to the President’s amazing success. Author Shel Leanne dissects Obama’s style to reveal his remarkable communication tactics—which you can put to use right away.

Say it Like Obama and Win! is about the art of persuasion, the power of presentation, and the most effective techniques of communication. From building strong arguments and facing tough issues to inspiring a team or workforce to new levels of innovation and productivity, Say It Like Obama and Win! gives you the tools you can use to instil positive change at every level of your organization.” (www.amazon.com)

Emotional branding: the new paradigm for connection brands to people / Marc Gobe

Location: 659.12 GOB

“Emotional Branding is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people. The “10 Commandments of Emotional Branding” have become a new benchmark for marketing and creative professionals, *emotional branding* has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people. The emergence of social media, consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy. In this updated edition, Marc Gobé covers how social media helped elect Barack Obama to the White House, how the idea behind Twitter is transforming our civilization, and why new generations are re-inventing business, commerce, and management as we know it by leveraging the power of the web.” (www.amazon.com)

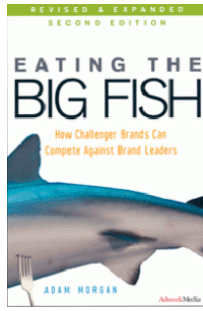


Drucker on leadership: new lessons from the father of modern management / William A. Cohen

Location: 658.007.1 COH

“In *Drucker on Leadership*, William A. Cohen explores Drucker’s lost leadership lessons—why they are missing, what they are, why they are important, and how to apply them. As Cohen explains, Drucker was ambivalent about leadership for much of his career, making it clear that leadership was not by itself “good or desirable.” While Drucker struggled with the concept of leadership, he was well aware that it had a critical impact on the accomplishment of all projects and human endeavours. There is no book from Drucker specifically dedicated to leadership, but a wealth of information about leadership can be found scattered throughout his 40 books and hundreds of articles. Drucker’s teachings about leadership have saved many corporations from failure and helped guide others to outstanding success.”

(www.amazon.com)



Eating the big fish: how challenger brands can compete against brand leaders / Adam Morgan

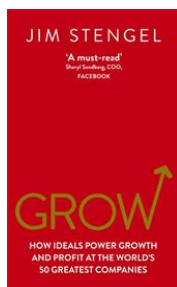
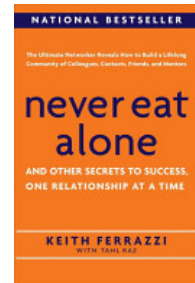
Location: 659.12 MOR

“The title of this book comes from an advert from Avis, the car rental firm, published at a time of planned growth. It positioned Avis as a small fish being chased by a bigger one—a bigger car hire firm. They had to stay ahead or be swallowed. Morgan calls Avis and others like them “Challenger Brands” or second-raters, and he examines 40 of them in this book. His aim is to identify their common marketing strands as they find themselves in an increasingly vulnerable position. By using the lessons revealed in the book, second-raters can develop strategies to consolidate and, if they want to (they don’t always), compete with the leaders. With wide ranging examples from both the US and Europe, Morgan stresses time and again that you can learn from those outside your own market as well as those within it. He makes his points very well indeed, revealing that second-raters will have to operate very differently from market leaders if they are to survive.” (www.amazon.com)

Never eat alone and other secrets to success, one relationship at a time / Keith Ferrazzi

Location: 316.772.4 FER

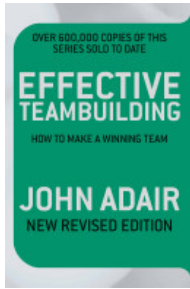
“The secret, master net worker Keith Ferrazzi claims, is in reaching out to other people. As Ferrazzi discovered early in life, what distinguishes highly successful people from everyone else is the way they use the power of relationships—so that everyone wins. In *Never Eat Alone*, Ferrazzi lays out the specific steps—and inner mindset—he uses to reach out to connect with the thousands of colleagues, friends, and associates on his Rolodex, people he has helped and who have helped him. The son of a small-town steelworker and a cleaning lady, Ferrazzi first used his remarkable ability to connect with others to pave the way to a scholarship at Yale, a Harvard MBA, and several top executive posts. Not yet out of his thirties, he developed a network of relationships that stretched from Washington’s corridors of power to Hollywood’s A-list, leading to him being named one of Crain’s 40 Under 40 and selected as a Global Leader for Tomorrow by the Davos World Economic Forum.” (www.amazon.com)



Grow: how ideals power growth and profit at the world’s 50 greatest companies / Jim Stengel

Location: 658.011.4 STE

“Profit and ethical behavior need not stand in opposition, argues management consultant Stengel; in fact, maximum growth and high ideals are inseparable. Companies with ideals of improving people’s lives at the center of all they do outperform the market by a huge margin. During his time at Procter & Gamble, he conceived and executed the Stengel Study of Business Growth, a 10-year-growth survey of more than 50,000 businesses around the world. The study identified 50 brands with extraordinary growth: retailers, luxury brands, and high-technology enterprises. His analysis suggests that those companies’ ideals have positively influenced their success—that they have a brand ideal, a shared goal of improving people’s lives. To back this up, he presents stories from his own career and also case studies of such strong brands as Method, Jack Daniels, and Zappos. (Publishers weekly)



Effective teambuilding: how to make a winning team / John Adair

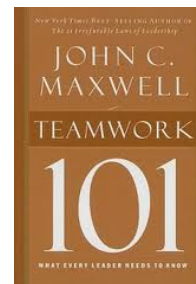
Location: 658.310.324.4 ADA

“You may have mastered every other skill a manager could possibly learn, but none of that will matter if you have not learnt to build and sustain your team effectively to begin with. Most tasks in modern business are carried out by teams, so the skill of ensuring that your team works to the best of its abilities is vital if you are to achieve your business aims. In Effective Teambuilding John Adair, Britain’s foremost expert on leadership training, teaches you everything you need to know to enable you to: Select the right people to create the strong foundations your team needs Encourage your team members to work well together and use each other’s skills to complement their own Sustain group morale and motivation Raise standards of performance throughout the team.” (www.amazon.com)

Teamwork 101 : what every leader needs to know / John C. Maxwell

Location: 658.310.324.4 MAX

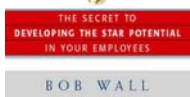
“John C Maxwell knows leadership, and he knows it takes great teamwork to make any leader successful. The qualities which every leader needs to know to produce a winning team are packaged nicely in this wonderful book. It's written in the typically pragmatic Maxwell style--- direct and engaging. After reading it, you'll realize you knew everything he said; but then you'll realize everything he said is rarely achieved. For any leader of any organization to truly understand what it takes to succeed, look no further than this book. Read it, and put into practice these critical fundamentals; you'll more than likely produce stunning results. It's really just that simple.” (www.amazon.com)

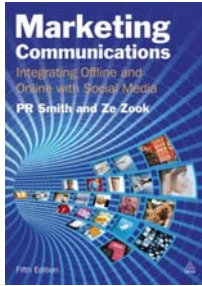


Coaching for emotional intelligence: the secret to developing the star potential in your employees / Bob Wall

Location: 658.310.85 WAL

“For managers, coaching for performance and for emotional intelligence are two different things. But that doesn’t mean they exist in different worlds. Performance is just one part of an employee’s overall development as a professional and as a leader -- development which depends on the employee’s emotional intelligence and the ability of the manager to encourage and increase it. Coaching for Emotional Intelligence provides a carefully planned strategy to help managers address such factors as personality traits, communications styles, and personal behaviors -- the delicate issues that make coaching for EI more challenging than coaching for performance alone. The book will help readers feel confident and comfortable with sensitive, often personal issues that arise in managing and developing subordinates, and will accelerate the development of high-potential employees and future leaders. Logical, applicable, and realistic, Coaching for Emotional Intelligence makes this often elusive subject simple to grasp -- and easy to nurture in any workplace.” (www.amazon.com)



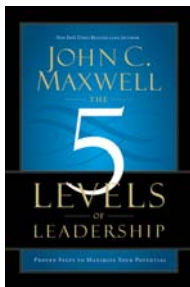


Marketing communications: integrating offline and online with social media / PR Smith and Ze Zook

Location: 659.1 SME

“The fifth edition of this best-selling text has been significantly updated to include the new communication tools now available to marketing professionals. Heralding the emergence of social media as a marketing revolution, the book integrates offline tools with online tools and, of course, social media. This book opens up new opportunities for marketers to raise their game, and ultimately deliver better results. *Marketing Communications* covers every aspect of marketing communications in a unique challenging, and often entertaining, style. This European text, has been referred to by the Chartered Institute of Marketing as a marketing major alongside the world's best American authors. With a plethora of examples and new case studies, as well as online support material for lecturers and students, this essential textbook will guide you through everything you need to know about the changing face of marketing.” (www.amazon.com)

Audio Books



5 levels of leadership: proven steps to maximize your potential / John C. Maxwell

Location: Audio Collection

“One of the most established authorities on leadership today, John C. Maxwell speaks to over 350,000 people each year. His most popular topic is THE 5 LEVELS OF LEADERSHIP, which he now shares with readers. The five levels include:

1. Position - People follow because they have to.
2. Permission - People follow because they want to.
3. Production - People follow because of what you have done for the organization.
4. People Development - People follow because of what you have done for them personally.
5. Personhood - People follow because of who you are and what you represent.

Through in-depth explanations and examples, Maxwell describes each stage and shows readers how they can move to the next level to become more influential, respected, and successful leaders.” (www.amazon.com)