

## 800-CEO-READ reports: What Corporate America is Reading, June 2007

Special to the  
Mississippi Business Journal

800-CEO-READ, a leading direct supplier of book-based resources, compiles a monthly list of bestselling business books based on purchases by its corporate customers nationwide. Here are the bestsellers for June 2007, plus descriptions of the Top 10.

**1. "Unlock Behavior, Unleash Profits: Developing Leadership Behavior That Drives Profitability in Your Organization" by Leslie Wilk Braksick; McGraw-Hill.**

Fortune 500 thought leader Leslie Braksick provides powerful tools to help you, whether you're an executive, entrepreneur or manager, in any field, to unlock behavior and unleash unprecedented profits.

**2. "The Millionaire Maker's Guide to Creating a Cash Machine for Life" by Loral Langemeier; McGraw-Hill.**

Whether you want to partner with others or create your own team to start, fix or buy a business, Langemeier shows you how to turn it into a cash machine that makes money from day one.

**3. "It's Your Ship" by D. Michael Abrashoff; Warner Business Books.**

Business managers will benefit from Abrashoff's guiding belief that focus should be on empowering your people rather than on chain of command.

**4. "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath, Dan Heath; Random House.**

The brothers Heath reveal the anatomy of ideas that stick and explain ways to make ideas stickier.

**5. "Blueprint to a Billion: 7 Essentials to Achieve Exponential Growth" by David Thomson; Wiley.**

Follow this blueprint to turn your idea into the next multi-billion dollar company.

**6. "The Speed of Trust: The One Thing that Changes Everything" by Stephen M.R. Covey, Rebecca R. Merrill; Free Press.**

Leadership expert Stephen Covey uncovers why trust is vital in professional and personal relationships.

**7. "Flawless Execution: Use the Techniques and Systems of America's Fighter Pilots to Perform at Your Peak and Win the Battles of the Business World" by James D. Murphy; Regan Books.**

James D. Murphy contends that what works on the squadron level for F-15 pilots will also work for your team.

**8. "The Simplicity Survival Handbook: 32 Ways to Do Less and Accomplish More" by Bill Jensen; Basic Books.**

A user-friendly — and often hilarious — survival guide is an indispensable guide to workplace survival.

**9. "Rules of the Red Rubber Ball: Find and Sustain Your Life's Work" by Kevin Carroll; ESPN Books.**

With simple but delightful storytelling, Kevin Carroll channels his childhood passion for sport and play into a universally appealing blueprint for life.

**10. "Wikinomics: How Mass Collaboration Changes Everything" by Don Tapscott, Anthony D. Williams; Portfolio.**

Smart firms can harness the collective capability and genius of online communities to spur innovation, growth and success.

