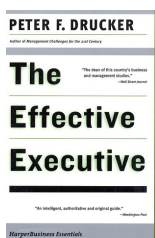


"Surely You're Joking, Mr. Feynman!": Adventures of a Curious Character

Edward Hutchings | Ralph Leighton | Richard Phillips Feynman | Albert Hibbs

Richard Feynman was quite a character. Early in his career he was part of the Manhattan project where he worked to develop the atomic bomb. You may have seen him explaining why the Challenger blew up using a rubber band and ice water. This book is full of stories of his life. He tells about fixing radios as a kid, faking Italian, learning Portugese, receiving the nobel prize, becoming a safe cracker, and many many other stories.

2003-06-20-



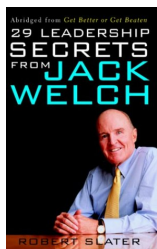
The Effective Executive Revised

Peter F. Drucker

In this book Peter Drucker talks about how to position yourself to make the biggest contribution to your organization. The book is written for executives, but it has practical insights for just about anyone.

Drucker begins by discussing effectiveness and makes several observatons about effective individuals. In chapter two he talks about how we spend our time and concludes that most people don't know how they spend their time. He suggests doing a time inventory to see exactly where your time is going. In the next chapter he discusses how one can contribute to an organization and talks about different ways to look for a few things where you can be most effective. The rest of the book discusses time management and decision making.

2003-06-15-

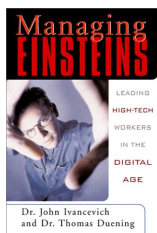


29 Leadership Secrets From Jack Welch

Robert Slater

This is a short book written about Jack Welch that attempts to condense his leadership traits in 29 points. While Welch's autobiography offers a much deeper look into his theories on leadership, this book is a good quick read as a refresher or introduction to his ideas.

2003-06-08-

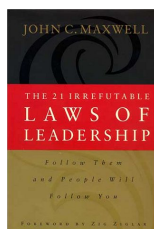


Managing Einsteins: Leading High-Tech Workers in the Digital Age

John M.,Dr. Ivancevich | Thomas N.,Dr. Duening | Dr Thomas Duening

This book talks about how to work with technical people and more specifically how to manage and lead them. If you consider yourself a "geek", much of this book will seem obvious, but it still has some good ideas on managing people. If you don't consider yourself a "geek" this book would be very worthwhile.

2003-06-02-

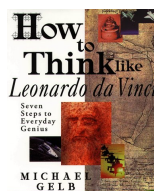


[The 21 Irrefutable Laws of Leadership](#)

John C. Maxwell | Zig Ziglar

I listened to this book on tape a few years ago, but when my parents gave me the paper version I decided to read it again. I still think this is Maxwell's finest writing. He does a great job of using stories to illustrate the different leadership laws of leadership. Many of the stories are about sports figures which personally I don't relate to very well, but it is still a very good book. This is a book I plan to reread or at least review every few years.

2003-05-20-

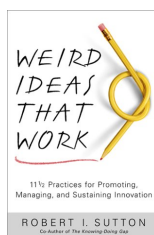


[How to Think Like Leonardo Da Vinci : Seven Steps to Genius Every Day](#)

Michael J. Gelb

This book is fairly new age in many of its ideas, but it does make some interesting observations about DaVinci's approach to life and how he solved problems. If this is the only book you read, I wouldn't suggest that this be it, but if you are studying creativity it has some good thoughts...and some odd ones as well.

2003-03-15-



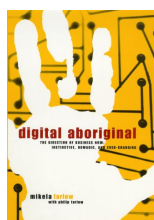
[Weird Ideas That Work: 11 1/2 Practices for Promoting, Managing, and Sustaining Innovation](#)

Robert Sutton

11 1/2 Weird Ideas that Work is a good book to read along with The Art of Innovation. The ideas are things that will foster innovation and creativity at your organization. The author presents his counter intuitive ideas and then explains the rational for each of them. He uses examples to show how they work. One idea was to higher people who make you uncomfortable because it will increase the diversity and viewpoints in your company. Another idea is to use job interviews to get new ideas and find novel solutions to problems.

If you are looking to spark innovation this book has some good ideas, but most of them go against established practices. I guess that is kind of the definition of innovation though--doing things differently than everyone else.

2003-03-01-

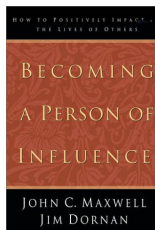


[Digital Aboriginal: The Direction of Business Now: Instinctive, Nomadic, and Ever-Changing](#)

Mikela Tarlow | Philip Tarlow

This book was written by an artist and a specialist in organizational learning. It compares aboriginal culture with the culture needed to excel in today's technological world. While some of the comparisons seem a little contrived, the book does spark interesting thoughts regarding the best way to use technology to our advantage and how it is shaping our culture.

2003-03-01

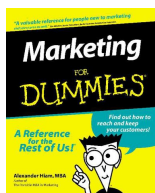


Becoming A Person Of Influence

John C. Maxwell

This book expands on one of the points from the 21 Laws of Leadership. It has solid concepts for developing influence with the people around you. I would recommend reading the 21 Laws of Leadership before reading this book because it will put it into better context than reading the book on its own.

2003-01-01-

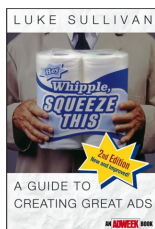


Marketing For Dummies®

Alexander Hiam

This book introduces the reader to the concepts of marketing. It has theoretical sections talking about how to appeal to customers as well as practical sections discussing how billboards are rented. I found it to be useful in understanding the industry and getting an idea of how to measure the effectiveness of different forms of advertising.

2003-01-01-



Hey, Whipple, Squeeze This: A Guide to Creating Great Ads, Second Edition

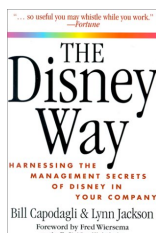
Luke Sullivan

This is a book on advertising. The author uses the Mr. Whipple ads as an example of a horrible ad campaign that beats people to death with a stupid idea. (He does concede that it sold a lot of toilet paper.) The examples of the book show how to advertise in a way that engages your audience and doesn't insult their intelligence. It uses examples of Volkswagen and other companies to show what the author considers to be good advertising.

The book also talks about the process of coming up with advertising ideas. The author describes coming to work, staring at a piece of paper, talking to his office mate about movies, drawing a box on the paper, staring some more, getting some coffee, staring, going to lunch, coming back and getting a new piece of paper, drawing another box, staring at the box.....and finally at the last minute before the deadline coming up with a great idea! I appreciated the candor with which he describes the process. That section would be beneficial to anyone struggling with trying to be creative.

Overall I feel the book provides a pretty good introduction to advertising and to the advertising industry.

2003-01-01-



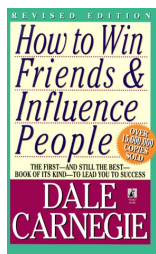
The Disney Way: Harnessing the Management Secrets of Disney in Your Company

Bill Capodagli | Lynn Jackson | Fred Wiersema

Disney is a huge company that has been very successful even after Walt died. This book shows some of the methods used by Disney to keep everyone aligned with the vision and to encourage everyone to go the extra mile at their job.

There is a companion workbook that provides exercises and team building activities. I've used a few of them with groups and they are effective at helping to develop team work. If you are looking for team exercises you might want to look at getting the workbook that goes along with The Disney Way.

2003-01-01-

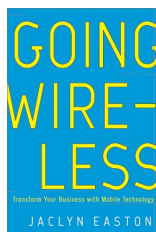


How To Win Friends And Influence People

Dale Carnegie

This is a book I intend to reread every few years. It has many insights that are obvious once you hear them, but that we rarely practice. The key point of the book is to show you how to take a genuine interest in people.

2003-01-01-



Going Wireless: Transform Your Business with Mobile Technology

Jaclyn Easton

A very detailed book about the possibilities of wireless technology. The subject matter isn't too technical, but the author does an excellent job of explaining how the technology works and show how it is being used.

For people in charge of finding technology to solve problems, this book is a great way to familiarize yourself with the range of what is available today. It also provides some good guesses as to what will be available in the near future

2002-12-31



Creative Company : How St. Luke's Became "the Ad Agency to End All Ad Agencies"

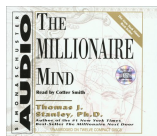
Andy Law

Creative Company-- St Lukes is an advertising agency in London. When their parent company was bought out they decided to use a unique type of corporation where the company is owned by the employees. Their structure is very open where everyone knows how much everyone else makes and raises are based partially on how much employees feel their work is worth.

This book describes how they maintain a creative environment in the work place. They have some interesting ideas. For example, no one has an assigned office, desk, or computer. Everyone uses wireless phones and has storage space for their files, etc. Each day they find a different place to work and put everything up at the end of the day. They create rooms for each of their clients where they can meet with the client and work on the projects.

This book is a good to read along with the Art of Innovation because it gives a different perspective on how companies can maintain creativity.

2002-12-25



The Millionaire Mind

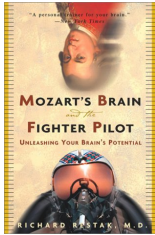
Thomas Stanley

This book describes the traits of wealthy people based on statistical evidence. The book concludes that many of these common traits are what has helped millionaires acquire their wealth. For example the author shows that most millionaires never build their own home because most of them will wait until the market is down to buy homes that are being sold at below their value in established neighborhoods.

Many of the findings run counter to the stereotype of millionaires. The author found that most millionaires never spent more than \$1,000 on an engagement ring, never spent more than \$18 on a hair cut, and usually have their shoes resoled instead of buying new ones. They tend to shop at discount places like Sam's Club and avoid gambling.

If you have read the Rich Dad series of books, I would recommend this book because it focuses on a different type of wealth and helps balance the concept of cash flow with accumulating savings through thrift.

2002-11-25



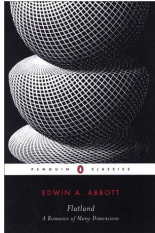
Mozart's Brain and the Fighter Pilot: Unleashing Your Brain's Potential

Richard M., Md. Restak

Written by a neurologist, this book explains in plain terms how the brain functions and gives tips on how to perform at your peak mental ability. The author talks about how different activities trigger different parts of the brain. In one section he compares the active portions of the brain when writing with a computer to the active portions when writing with a pen or typewriter and notes that they are significantly different. The method of writing determines what portion of the brain is being used.

The brain is similar to a muscle in the fact that it has to be kept in shape and this book gives some good exercises and lifestyle choices that can help you get the most from your mind.

2002-11-01



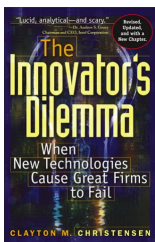
Flatland: A Romance of Many Dimensions (Penguin Classics)

Edwin A. Abbott | Alan Lightman

Written in 1880 this book combines government, philosophy and mathematics in an intriguing story. The story is set in a 2 dimensional universe known as Flatland. The narrator describes the caste system of each different shape and how their world functions. The main character is visited by a 3 dimensional spherical being which doesn't exhibit the properties of the world around him. After attacking the sphere he eventually comes to believe in a third dimension.

This book shows how difficult it is to convey ideas to people who have no context in which to understand those ideas. It is a fascinating story that teaches useful lessons applicable to a wide range of fields

2002-11-01

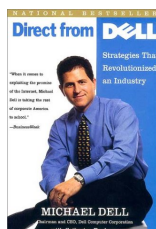


The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change Series)

Clayton M. Christensen

The Innovators Dilemma looks at how upstart technologies eventually displace existing technology in the market. This is a very interesting book, but it is very statistical in nature. The insights from this book are useful to people responsible for making decisions regarding technology as well as investors trying to spot the next wave of products in a market.

2002-08-25

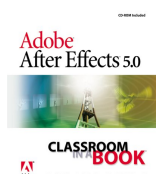


[Direct from Dell: Strategies that Revolutionized an Industry](#)

Michael Dell | Catherine Fredman

Dell has a very interesting story. Michael Dell tells how the company was started and gives many examples of what they did right along with what they did wrong. It helps give a clear picture of what is involved in managing a large businesses supply chain along with the difficulties of global business.

2002-08-25

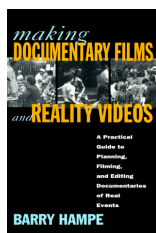


[Adobe After Effects 5.0: Classroom in a Book](#)

Adobe Creative Team

If you want to get some experience with After Effects this book will walk you through most of its features. I finished this book in one week, but it is fairly time intensive. In the book you create a project adding parts using what you've learned from each chapter. This approach works well because it gives you experience with creating a complete project from start to finish. I also found the book useful as a reference. If I remember using a particular feature I can usually find it quickly in the book when I need it.

2002-08-22

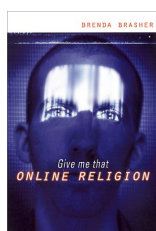


[Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events](#)

Barry Hampe

This book tells how to create effective visual stories for making documentary films. While most of the examples in the book are length documentaries, it still has a lot of good information for someone wanting to product 3 to 7 minute videos for their own organization.

2002-08-21



[Give Me That Online Religion](#)

Brenda E. Brasher | Brenda E. Brasher

This book covers a wide range of religions from monks to wicca groups showing how they are making use of the internet to promote and practice what they believe. This isn't a Christian book, it is just a survey of the how the internet is being used for various religions. For someone involved in the internet strategy of a church, this provide insight into the types of religious experiences people are finding on the web.

2002-08-15



[The IFILM Digital Video Filmmaker's Handbook](#)

Maxie D. Collier

This is a good overall guide to working with digital video. While it covers equipment, the real focus is on how to bring everything together to make a movie. Most of the concepts are relevant to making short commercials as well.

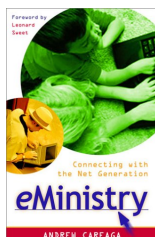
2002-08-15

Unmasking the Jezebel Spirit

John Paul Jackson

This book discusses some of the dangers in church leadership and how to avoid them. The author gives numerous examples of people who have destroyed churches because leadership didn't recognize what they were doing.

2002-07-01

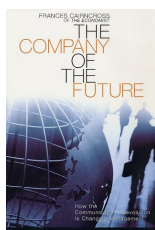


eMinistry: Connecting with the Net Generation

Andrew Careaga | Leonard Sweet

eMinistry gives a view into ways to reach the net generation. It is an encouragement for the church to stay current with the times. People are searching for God and they are using technology and the internet as a means. There are various suggestions on how to reach people through the internet.

2002-07-01

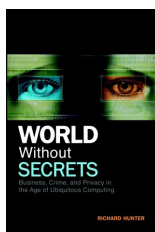


The Company of the Future

Frances Cairncross

This book is written by the management editor of Economist magazine. It is valuable because it gives a glimpse into some of the ways that technology will be capable of changing the way we do business in the near future. The author shows how information and the technology to process that information have become central to organizations success and this is going to create a shift in how the world does business.

2002-06-09



World Without Secrets: Business, Crime and Privacy in the Age of Ubiquitous Computing

Richard Hunter

This book examines how the data being collected can result in a society where nothing is secret. The author points to many examples of how data is used in ways that most people don't realize. It also talks about how people are willing to give up their privacy in exchange for convenience. Some of the most interesting parts dealt with face recognition systems used to keep tabs on known criminals.

2002-05-27

High Noon: The Inside Story of Scott McNealy and the Rise of Sun Microsystems

Karen Southwick

Sun has been a very interesting company to follow. This book gives the history of the company. The company went through a very fast growth phase in the early 90's and it is interesting to read about how they handled the growth. There are a lot of practical lessons from their successes and their failures. The book discusses technology, but its main focus is on the business and organizational aspects of Sun. I would recommend this book to anyone wanting to know more about starting a business or trying to manage an organization going through rapid growth.

2002-01-01

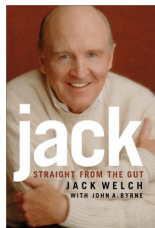


The Promise of Sleep: A Pioneer in Sleep Medicine Explores the Vital Connection Between Health, Happiness, and a Good Night's Sleep

William C. Dement | Christopher Vaughan

This book examines how and why we sleep. I would highly recommend this book to anyone because it is an issue that impacts everyone. The author talks about how much sleep we need and how to balance your sleeping schedule with your awake hours so you can fall asleep quickly, but wake refreshed.

2002-01-01



Jack: Straight from the Gut

Jack Welch | John A. Byrne

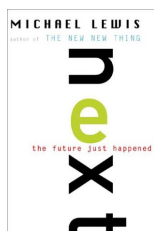
Jack Welch was the CEO of GE for many years. I know there are people who don't agree with his management style, but he definitely had the ability to lead and motivate people.

One of the points I most remember from this book was his method for consistently raising the average capability of his pool of employees. Basically, he suggests grading on the curve. The top 20% of his workers are highly rewarded and trained for advancements. The middle 60% are encouraged to increase their productivity to the ranks of the top 20%. The bottom 20% are told that their performance is lower than what is desired and given two years to move out of the lower group. If they are unable to do this, they are let go.

While at first this sounds cruel, Welch points out that people are going to be happier working where they perform well. He sees this as being much kinder than letting someone work poorly in a position for 20 years and then firing them during poor economic times when the company has cutbacks.

For a business, this constant removal of the bottom 20% helps insure that there is always fresh talent coming in and filtering to the top.

2002-01-01

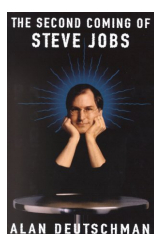


Next: The Future Just Happened

Michael Lewis

In this book, Michael Lewis uses real life stories to illustrate how the internet is allowing for changes in our society. Many of his stories are about kids. He talks about a teenager who uses the internet to manipulate the stock market to make hundreds of thousands of dollars and eventually is caught by the SEC. Another teen who is sought after for legal advice even after a real lawyer tries to discredit him because of his age. The book is entertaining to read because of the stories, but it contains insights into how technology is currently being used and how it is likely to be used in the near future.

2002-01-01

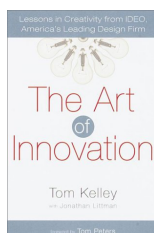


The Second Coming of Steve Jobs

Alan Deutschman

The story of Steve Job's founding of Apple, his ousting and later return, make a very interesting story. While this book isn't about technology, I helps explain many of Apple's actions in the marketplace.

2002-01-01

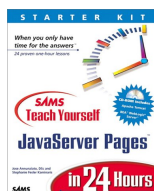


The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm

Tom Kelley | Jonathan Littman | Tom Peters | Tom Peters

The Art of Innovation is a great book about how to manage creativity. It shows how IDEO turns brainstorming sessions into creative products. IDEO designed the Palm V, the original Apple mouse, Amtraks rail cars and many other products. The book talks about their method for managing creative people and creating a fun and highly productive environment. Prototyping is described as a way to test ideas quickly before too much has been invested in a design. Some people find this book to be a little long and repetitive, but I thought it was an excellent read with some great ideas on managing the creative process and managing people.

2001-06-26

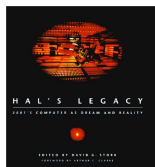


Sams Teach Yourself Javasever Pages in 24 Hours (Sams Teach Yourself in 24 Hours)

Jose Annunziato | Stephanie Fesler Kaminaris | Stephanie Fessler

This book is a little hard to follow because it has some of the coding examples have errors in them. However I found it to be a good introduction to JSPs and it was very useful to me. If you are new to java and programming, it might be a little difficult and fast paced, but for a quick run though of JSP technology it was useful. Books like this can get outdated very quickly, so there may be some better books on the market. I did like the way it was organized in short lessons that build on each other.

2001-06-25

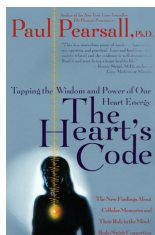


HAL's Legacy: 2001's Computer as Dream and Reality

David G. Stork | Arthur C. Clarke

This collection of essays was created by looking at the movie 2001 A Space Odyssey. It looks at where we are technology wise compared with where things were expected to be by the year 2001. It covers many fields from speech recognition to computerized chess and also examines some of the ethical implications of creating intelligent systems. If you enjoyed the movie by Clarke, this is a great read. If you didn't enjoy the movie (and most of my friends didn't) it is still an interesting look at technology.

2001-06-10

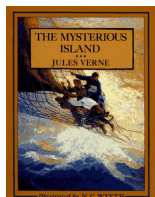


The Heart's Code: Tapping the Wisdom and Power of Our Heart Energy: The New Findings About Cellular Memories and Their Role in the Mind/Body/Spirit Connection

Paul Pearsall

I don't really know what to think of this book. The author is a cancer survivor and has some very interesting ideas about what contributed to his recovery. He uses numerous examples of organ donor recipients to make a case for his theory of cellular memory. Cellular memory is the idea that memory isn't just held in the brain, it is stored through the body in a way similar to a hologram. While I don't agree with all his conclusions, he has some very interesting ideas.

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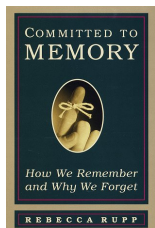


The Mysterious Island

Jules Verne | N.C. Wyeth

I actually read this book on a pocket computer just to see how easy it was to read a book in this way. It wasn't as hard as I thought it might be, but that may have been because I choose such an interesting story. If you liked 20,000 Leagues Beneath the Sea, you'll enjoy this later work by Vernes. It is amazing how much information it contains about science in addition to the actual story line.

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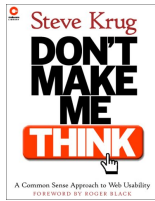


Committed to Memory: How We Remember and Why We Forget

Rebecca Rupp

This book was written by a cellular biologist and presents the mechanics of the mind on a very accessible level. The short entertaining chapters cover various aspects of memory. It also includes several methods for increasing your memory.

2001-03-07



[Don't Make Me Think: A Common Sense Approach to Web Usability](#)

Steve Krug | Roger Black

Excellent book on designing usable websites. The book is presented in a humorous non-technical fashion that makes it enjoyable to read. It contains many examples and illustrations that make it clear what the author is trying to describe. The section on usability testing explains how to do usability test and makes some good points on the need for testing. The book is short and makes for a very quick enjoyable read.

2001-03-01
