

## Ian Berry's Recommended Reading List

for purpose-driven leaders  
who want to achieve better business results at less personal cost

Abraham, Keith; **Living Your Passion**, Passion Press, 2004

Anderson, Chris; **Free**, Random House, 2009

Anderson, Chris; **TED Talks The Official TED Guide to Public Speaking**, Headline Publishing Group, 2016

Anderson, Chris; **The Long Tail**, Random House Business Books, 2006

Asacker, Tom; **The Business of Belief** - How the world's best marketers, designers, salespeople, coaches, fundraisers, educators, entrepreneurs and other leaders get us to believe, Library of Congress, 2013

Back, Ken and Kate; **Assertiveness at Work**, McGrawHill, 1992

Barrett, Richard; **The New Leadership Paradigm**, available from [www.lulu.com](http://www.lulu.com)

Bayley, Stephen; Mavity, Roger; **Life's a Pitch, how to be business like with your emotional life and emotional with your business life**, Bantam Press, 2007

Bennis, Warren; **On becoming a leader**, Addison-Wesley 1989

Bennis, Warren; **Still Surprised: A Memoir of a Life in Leadership**, Jossey-Bass, 2010

Berger, Jonah; **Contagious - Why Things Catch On**, Simon & Shuster, 2013

Berry, Ian; **Changing What's Normal**, Customer Centred Consulting, 2011

Berry, Ian; **The Appreciative Leader**, Customer Centred Consulting, 2016

Blanchard, Ken and Bowles, Sheldon; **Big Bucks**, HarperCollins Business, 2000

Blanchard, Ken and Bowles, Sheldon; **Gung Ho**, HarperCollins, 1998

Blanchard, Ken and Bowles, Sheldon; **Raving Fans**, The Business Library, 1993

Bolton, Robert; **People Skills**, Simon and Shuster, 1987

Bouee, Charles-Edward; **China's Management Revolution**, Palgrave Macmillan, 2011

Buckingham, Marcus; Coffman, Curt; **first break all the rules What the World's Greatest Managers Do Differently**, Pocket Books, 2005

Burg, Bob; Mann, John David; **'The Go-Giver'** Penguin, 2007

Branson, Richard; **Business Stripped Bare**, Virgin Books, 2008

Branson, Richard; **Screw Business As Usual**, Virgin Books, 2011

Brown, Brene; **Daring Greatly. How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent and Lead**, Penguin 2012

Bryan, Mark, Cameron, Julia; **The Artist's Way At Work**, William Morrow and Company Inc., 1998

Calloway, Joe; **Becoming a category of one - How Extraordinary Companies Transcend Commodity and Defy Comparison**, John Wiley & Sons, Inc. 2003/2009

Chapman Bob; Sisodia Raj; **Everybody Matters The Extraordinary Power of Caring for Your People Like Family**, Portfolio Penguin, 2015

Capra, Fritjof; **The Turning Point**, Flamingo, 1983

Carlzon, Jan; **Moments of Truth**, Harper & Row, 1989

Charlesworth, Ric; **The Coach**, Pan Macmillan Australia Pty Limited, 2001

Chopra, Deepak; **Peace is the Way**, Rider, 2005

Chopra, Deepak; **Unconditional Life**, Bantam, 1992

Chin-Ning Chu; **The Secrets of the Rainmaker**, Stealth Productions Australia, 1997

Church, Matt; **Amplifiers - The Power of Motivational Leadership to Inspire and Influence**, John Wiley & Sons, 2013

Church, Matt; Stein, Scott; Henderson, Michael; **Thought Leaders**, Harper Collins Publishers, 2011

Clinton, Bill; **Giving – how each of us can change the world**, Hutchinson , 2007

Codrington, Graeme; Coats, Keith; **Leading in a changing World: Lessons for future focused leaders**, TomorrowToday Global, 2015

Coffman, Curt; Gonzalez-Molina, Gabriel; **Follow This Path**, Random House, 2004

Collins, James C., Porras, Jerry I.; **Built to Last: Successful habits of visionary companies**, Random House, 2000

Collins, Jim; **Good to Great**, Random House, 2001

Collis, Jack; **When Your Customer Wins, You Can't Lose**, Harper Business, 1998

Conaty, Bill; Charan, Ram; **The Talent Masters: Why Smart Leaders Put People Before Numbers**, Crown Business, 2010

Covey, Stephen; **The 8th Habit**, Free Press, 2004

Coyle, Daniel; **The Talent Code**, Random House/Arrow Books 2010

Denning, Stephen; **The Leaders Guide to Storytelling**, Jossey Bass, 2005

Davies, Graham; **The Presentation Coach**, Capstone, 2010

Delosa, Jack; **Unwritten - Reinvent Tomorrow**, The Entourage Education Group Pty Ltd, 2016

Diamandis, Peter H.; Kotler, Steven; **Abundance**, Free Press, 2012

Duarte, Nancy; Sanchez, Patti; **Illuminate: Ignite Change with Speeches, Stories, Ceremonies, and Symbols**, Portfolio Books, 2016

Duhigg, Charles; **The Power of Habit - why we do what we do and how to change**, Random House Publishers 2013

Dweck, Carol S.; **Mindset: The New Psychology of Success**, Random House, 2007

Dyer, Wayne; **You'll See It When You Believe It**, Arrow, 1990

Elkington, John; Hartigan, Pamela; **The Power of Unreasonable People**, Harvard Business Press, 2008

Eisner, Michael D; **Working Together - Why Great Partnerships Succeed**, Harper Collins 2010.

Farber, Steve; **The Radical Leap**, Dearborn Trade Publishing, 2004

Farber, Steve; **Greater Than Yourself**, Broadway Books, 2009

Ferriss, Timothy; **The 4 – Hour Workweek**, Crown Publishers, 2007

Ferrucci, Piero; **The Power of Kindness**, Penguin 2006

Flannery, Tim; **The Weather Makers**, Text Publishing, 2005

Frankl, Viktor; **Man's Search For Meaning**, Beacon Press, 2006 (original publication 1946)

Friedman, Thomas; **Hot, Flat, and Crowded**, Allen Lane an imprint of Penguin Books, 2008

Friedman, Thomas; **The Lexus and the Olive Tree**, Anchor Books a division of Random House, Inc. 2000

Friedman, Thomas; **The World is Flat**, Penguin, 2006

Fritz, Robert; **The Path of Least Resistance**, Fawcett Columbine, 1984

Fox, Dr. Jason; **The Game Changer**, John Wiley & Son Australia, 2014

Gage, Randy; **Risky is the new safe**, John Wiley & Sons, Inc., 2013

Gardner, Howard; **Frames of Mind, The Theory of Multiple Intelligences**, Basic Books, 1993

Garratt, Bob; **The fish rots from the head**, Profile Books Ltd, 2003

Gerzon, Mark; **Global Citizens**, Rider, 2010

Ginsberg, Scott; **How To Be That Guy**, Front Porch Productions, 2006

Gitomer, Jeffrey, **Little Red Book of Selling**, Bard Press, 2005

Gitomer, Jeffrey, **Sales Bible**, Collins, 2008

Goleman, Daniel; **Emotional Intelligence**, Bloomsbury, 1996

Gore, Al; **The Assault on Reason**, Bloomsbury, 2007

Gore, Al; **The Future**, W H Allen, 2013

Gladwell, Malcolm; **Blink**, Penguin, 2005

Gladwell, Malcolm; **The Tipping Point**, Abacus, 2000

Gladwell, Malcolm; **What The Dog Saw and other adventures**, Penguin, 2010

Godin, Seth; **Linchpin**, Piakus, 2010

Godin, Seth; **Purple Cow**, Portfolio, a member of Penguin Group, 2003

Godin, Seth; **Survival is not enough**, Simon and Shuster, 2001

Godin, Seth; **Tribes**, Piatkus Books, 2008

Godin, Seth; **The Icarus Deception - how high will you fly?**, Portfolio Penguin, 2013

Goldsmith, Marshall; **What Got You Here Won't Get You There**, Hyperion, 2007

Grant, Adam; **Give and Take: A Revolutionary Approach to Success**, Phoenix, 2013

Gratton, Lynda; **The Shift: The Future of Work is Already Here**, Collins, 2011

Gray, John; **Mars and Venus in the Workplace**, Pan Macmillan

Grayling, A. C.; **What Is Good?**, Weidenfeld & Nicolson, 2003

Hall, David; **Doing the Business**, Virgin Books, 2002

Hamel, Gary; **Leading The Revolution**, Plume, 2002

Hames, Richard; **The Five Literacies of Global Leadership**, Jossey Bass, 2007

Handy, Charles; **The Age of Unreason**, Business Books Limited, 1989

Handy, Charles; **The Hungry Spirit**, Hutchinson, 1997

Hanna, Paul; **You Can Do It!**, Penguin Books Australia Ltd, 1997

Haren, Fredrik; **The Developing World**, Interesting Books, 2010

Haren, Fredrik; **The Idea Book**, Interesting Books, 2004

Harford, Tim; **Adapt**, Little Brown, 2011

Heffernan, Margaret; **Willful Blindness**, Simon & Shuster, 2011

Heffernan, Margaret; **Beyond Measure: The Big Impact of Small Changes**, TED Books, 2015

Hill, Napoleon; **Think and Grow Rich**, Fawcett Crest, 1960

His Holiness the Dalai Lama and Howard C. Culter, M.D.; **The Art of Happiness**, Hodder & Stoughton, 1998

Hoffman, Reid; Casnocha, Ben; Yeh, Chris; **The Alliance: Managing Talent in the Networked Age**, Harvard Business Review Press, 2014

Hollender, Jeffrey and Stephen Fenichell; **What Matters Most – Business, Social Responsibility and the End of the Era of Greed**, Random House, 2004

Hollender, Jeffrey and Bill Breen; **The Responsibility Revolution**, Jossey-Bass, 2010

Horn, Sam; **POP! Stand out in any crowd**, A Perigee Book, Penguin Group, 2006

Hurst, Aaron; **The Purpose Economy**, Elevate Publishing, 2016

Jaworski, Joseph; **Synchronicity The Inner Path of Leadership**, Berrett-Koehler Publishers Inc, 1996 and 1998

Jiwa, Bernadette; **Make Your Idea Matter**, The Story of Telling Press, 2012

Jiwa, Bernadette; **The Fortune Cookie Principle**, The Story of Telling Press, 2013

Jiwa, Bernadette; **difference - the one-page method for reimagining your business and reinventing your marketing**, The Story of Telling Press, 2014

Jiwa, Bernadette; **marketing - a love story**, The Story of Telling Press, 2014

Jiwa, Bernadette; **Meaningful: The Story of Ideas That Fly**, The Story of Telling Press, 2015

Joel, Mitch; **Six Pixels of Separation**, Business Plus, 2009

Kahneman, Daniel; **Thinking, Fast and Slow**, Penguin Books, 2011

Kawasaki, Guy; **Enchantment**, Portfolio Penguin, 2011

Kiel, Fred; **Return On Character - The Real Reason Leaders and Their Companies Win**, Harvard Business Review Press, 2015

Ian Berry – Author of *Changing What's Normal* and *The Appreciative Leader*  
Better Business Results At Less Personal Cost For Purpose-driven Leaders Since 1991  
[www.ianberry.biz](http://www.ianberry.biz) +61 418 807 898 [ian@ianberry.biz](mailto:ian@ianberry.biz)

W. Chan Kim and Renee Mauborgne; **Blue Ocean Strategy**, Harvard Business School Press, 2005

Koch, Richard; **The 80 / 20 Principle**, Nichols Brealey, 2004

Korten, David C; **Agenda for a New Economy: From Phantom Wealth to Real Wealth**, The People-Centred Development Forum, 2nd edition, 2010

Kotter, John P; **Leading Change**, Harvard Business Review Press, 1996

Laloux, Frederic; **Reinventing organisations**, Nelson Parker, 2014

Langer, Ellen, **Mindfulness** (25th Anniversary edition), The Perseus Books Group, 2014

Leonhard, Gerd; **Technology vs. Humanity The coming clash between man and machine**, Fast Future Publishing Ltd 2016

Lewis, Michael; **Boomerang**, Penguin Books, 2011

Loehr, Jim, Schwartz, Tony; **The Power of Full Engagement**, Allen & Unwin, 2003

Malthouse, Mick and Buttifant, David; **The Ox is slow but the earth is patient**, Allen & Unwin, 2011

Malouf, Doug; **How To Teach Adults in a Fun and Exciting Way**, Business and Professional Publishing, 1994

Mant, Alistair; **Intelligent Leadership**, Allen & Unwin, 1997

Marsh, Nick; McCallum, Mike; Purcell, Dominique; **Strategic Foresight The Power of Standing in the Future**, Crown Content, 2002

McKain, Scott; **Create Distinction What to Do When 'Great' Isn't Good Enough to Grow Your Business**, Greenleaf Book Inc, 2012

McKeown, Greg; **essentialism The Disciplined Pursuit of Less**, Virgin Books, 2014

Mills, Derek; **The 10 Second Philosophy®**, Hay House UK Ltd, 2012

Mikitani, Hiroshi; **Market Place 3.0 rewriting the rules of borderless business**, Palgrave Macmillan, 2013

Moore, Thomas; **Care of the Soul**, HarperPerennial, 1992

Moore, Thomas; **The Re-Enchantment of Everyday Life**, Hodder & Stoughton, 1996

Neumeier, Marty; **Zag**, New Riders, 2007

Neumeier, Marty; **Metaskills: Five Talents For The Robotic Age**, New Rider, 2013

Newport, Cal; **Deep Work: Rules for Focused Success in a Distracted World**, Grand Central Publishing, 2016

Parkin, David; Bourke, Paul, with Gleeson, Russ; **Perform – Or Else!**, Information Australia, 1999

Parsons, Rob; **The Heart of Success**, Hodder & Stoughton, 2002

Pearce, Colin; **This Glorious Quest - Find and Fulfill Your Dream**, World Sales Center, 2000

Peck, M. Scott; **The Road Less Travelled**, Simon & Shuster, 1978

Penglase, David; **Intentionomics®**, Book Pal, 2012

Perera, Gihan; **The Future of Leadership, Nine Things Successful Leaders Do Now**, First Step Publishing, 2015

Perera, Gihan; **Fast, Flat and Free How the Internet Has Changed Your Business**, First Step Publishing, 2011

Perera, Gihan and Pudney, Chris; **Out of Office Using the Internet for Greater Freedom in Your Work Life**, First Step Publishing, 2011

Peters, Tom; **Re-imagine! Business Excellence in a Disruptive Age**, Dorling Kindersley Limited, 2003

Peters, Tom; **The Little BIG Things**, Harper Studio, 2010

Pfeffer, Jeffrey; Sutton, Robert I; **The Knowing-Doing Gap**, Harvard Business School Press, 2000

Pink, Daniel; **A Whole New Mind**, Allen & Unwin, 2005

Pink, Daniel; **Drive – the surprising truth about what motivate us**, Canongate, 2010

Pink, Daniel; **To Sell Is Human - the surprising truth about persuading, convincing and influencing others**, The Text Publishing Company, 2012

Porritt, Jonathon; **Capitalism as if the World Matters**, Earthscan, 2005

Post, Stephen; Neimark, Jill; **Why good things happen to good people**, Broadway Books, 2007

Priestley, Daniel; **Become A Key Person of Influence**, Ecademy Press, 2010

Priestley, Daniel; **The Entrepreneur Revolution**, Capstone Publishing Ltd, 2013

Priestley, Daniel; **Oversubscribed: How to Get People Lining Up to Do Business With You**, Capstone A Wiley Brand, 2015

Pressfield, Steven; **Do the work**, The Domino Project, 2011

Quirke, Bill; **Communicating Corporate Change**, McGraw-Hill, 1996

Reynolds, Garr; **presentation zen**, New Riders, 2008

Reynolds, Garr; **The naked presenter**, New Riders, 2011

Robinson, Ken, with Lou Aronica; **The Element**, Penguin Books, 2009

Robinson, Ken; **Out of our minds**, Capstone 2011

Robinson, Ken, and Lou Aronica; **Finding Your Element**, Penguin Books, 2014

Roberts, Kevin; **the future beyond brands lovemarks**, Murdoch Books, 2004

Roberts, Kevin; **64 shots: Leadership in a crazy world**, Powerhouse Books, 2016

Rock, David; **Quiet Leadership**, Harper Collins, 2006

Roddick, Anita; **Business As Unusual**, Thorsons, 2000

Roeder, Mark; **The Big Mo** – why momentum now rules our world, ABC Books, 2010

Rohn, Jim; **The Five Major Pieces to the Life Puzzle**, Brolga Publishing, 1994

Rohn, Jim; **Leading An Inspired Life**, Nightingale Conant, 1997

Ross, Emily; Holland, Angus; **100 Great Businesses and the Minds Behind Them**, Random House, 2004

Ryan, Gary; **What Really Matters for Young Professionals**, Book Pal, 2010

Sachs, Jeffrey; **Common Wealth**, Allen Lane an imprint of Penguin Books 2008

Sanborn, Mark; **The Fred Factor**, Random House, 2004

Sarros, James; Cooper, Brian; Hartican, Anne; Barker, Carolyn; **the character of leadership**, John Wiley & Sons, 2006

Sato, Masami; **Giving Business Creating The Maximum Impact in a Meaning-driven World**, Buy1Give1 Pte Ltd, 2016

Savitz, Andrew, W; **The Triple Bottom Line**, Jossey Bass, 2006

Seidman, Dov; **how - Why HOW We Do Anything Means Everything**, John Wiley & Sons, Inc. 2007

Seligman, Martin Dr.; **Flourish**, William Heinman Australia, 2011

Semler, Ricardo; **Maverick**, Arrow, 1993

Semler, Ricardo; **The Seven-Day Weekend**, Century, 2003

Senge, Peter; **The Fifth Discipline**, Random House, 2006

Senge. Peter and others; **The Necessary Revolution**, Nicholas Brealey Publishing, 2008, 2010



Senge, Peter; Scharmer, C. Otto; Jaworski, Joseph; Flowers, Betty Sue; **Presence**, Nicolas Brealey, 2005

Sernovitz, Andy; **Word of Mouth Marketing**, Greenleaf Book Group Press, 2012

Schultz, Howard, Yang, Dori Jones; **Pour Your Heart Into It**, Hyperion, 1997

Schwarz, Tony; with Gomes, Jean and Catherine McCarthy, Ph.D.; **The Way We're Working Isn't Working**, Simon & Shuster, 210

Sheahan, Peter; **Flip**, Random House Australia, 2007

Sheahan, Peter: **Making \$#IT Happen**, William Heinemann Australia, 2010

Sheahan, Peter, Williamson, Julie, Thurbon, Dom; **Matter - Move Beyond The Competition, Create More Value, and Become The Obvious Choice**, Ebury Press, 2016

Silver, Yanik; **Evolved Enterprise: an illustrated guide to re-think, re-imagine, & re-invent your business to deliver meaningful impact & even greater profits**, Ideapress Publishing, 2017

Simpson, Steve; **Cracking the Corporate Culture Code**, Narnia House Publishing, 2001

Sinclair, Amanda; **leadership for the disillusioned**, Allen & Unwin, 2007

Sinek, Simon; **Start With Why**, Portfolio, a member of Penguin Group (USA) Inc. 2009

Sinek, Simon; **Leaders Eat Last: Why Some Teams Pull Together and Others Don't**, Portfolio, 2014

Sisodia, Raj, Sheth, Jag, Wolfe David B; **Firms of Endearment**, Wharton School Publishing, 2007

Solis, Brian; **What's the Future of Business? changing the way businesses create experiences**, John Wiley & Sons, 2013

Spackman, Dr Kerry; **The Winners Bible**, Winners Institute, 2009

Stack, Jack with Jo Burlingham; **The Great Game of Business**, Crown Business, 1991/2013

Stanier, Michael Bungay; **Do More Great Work: Stop the Busywork. Start the Work That Matters**, Workman Publishing New York, 2010

Stephenson, Peter; **Executive Coaching**, Pearson Education Australia Pty Limited, 2000

Stiglitz, Joseph; **Making Globalization Work**, Allen Lane, Penguin Group, 2006

Stone, Biz; **Things A Little Bird Told Me**, Macmillan, 2014

Surowiecki, James; **The Wisdom of Crowds**, Abacus, 2004

Tapscott, Don, Williams, Anthony D; **Wikinomics**, Portfolio, 2006, 2008

Tichy, Noel M; Stratford, Sherman; **Control Your Destiny or Someone Else Will, Lessons in Mastering Change – From the Principles Jack Welch is using to revolutionize GE**, HarperCollins, 1993, 1994

Tolle, Eckhart; **The Power of Now**, Hodder Headline Australia Pty Limited, 1999

Tolle, Eckhart; **A New Earth**, Penguin, 2005

Tolle, Eckhart; **Stillness Speaks**, Hachette Australia, 2003

Vaynerchuk, Gary; **Jab, Jab, Jab, Right Hook - how to tell your story in a noisy social world**, HarperCollins, 2013

Vermeulen, Freek; **Business Exposed – the naked truth about what really goes on in the world of business**, Prentice Hall, 2010

Waitley Denis; **Empires of the Mind**, Nicolas Brealey Publishing, 1995

Weiss, Alan; **Life Balance**, Jossey-Bass/Pfeiffer, 2003

Weiss, Alan; **Million Dollar Maverick**, Bibliomotion, 2016

Weiss, Alan; **Million Dollar Referrals**, McGraw Hill, 2012

Weiss, Alan; **Value-Based Fees**, Jossey-Bass/Pfeiffer, 2002

Werbach, Adam; **Strategy for Sustainability**, Harvard Business Press, 2009

Wheatley, Margaret J.; **Turning to One Another: Simple Conversations to Restore Hope to the Future**, Berrett-Koehler Publishers, Inc. 2009

Wheatley, Margaret J.; **Leadership and the New Science: Discovering Order in a Chaotic World**, Berrett-Koehler Publishers, Inc. 2006

Whitmore, John; **Coaching for Performance**, Nicholas Brealey Publishing, 1996

World Watch Institute; **2008 State of the World – Innovations for a Sustainable Economy**, W. W. Norton & Company, 2008

Yu, Kwai; **Knowing Doing Winning**, Kingsham Press, 2011

Yunus, Muhammad; **Creating a world without poverty**, Public Affairs a division of Perseus Books Group, 2007

Yunus, Muhammad; **Building Social Business**, Public Affairs, a member of the Perseus Books Group, 2010

Zander, Rosamund and Benjamin, **The Art Of Possibility**, Penguin, 2000

Zolli, Andrew; Healy, Ann Marie, **resilience**, Business Plus, An imprint of Headline Publishing Group, 2012

Zukav, Gary; **The Seat of Soul, an inspiring vision of humanity's spiritual destiny**, Rider and Co, 1990