

Read All About It
Book recommendations from local CEOs

Flipped Flops
Why failure is necessary for success

Oil Be Damned
Seven ways the energy crunch will

Washington
smart

CEO

Required Reading for Growing Companies

August

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Family B

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Sales & Ma

Mana

rtceo.com

Bud Morrisse
President an

NEXT MOVE

Interstate Worldw
Relocation ponders
a strategy for
tough times



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...e busy people, so when they set aside a
...s to read a book, it better be worth their
...en, the first books they pick up are the
...k they hope will give them a competitive
...e or offer some insight into the art of
...their business. But with so many
...books to chose from, how do you know
...e genuinely worthwhile? With
...ading season now in full swing,
...D asked CEOs which books they would
...end to another CEO and why.

... month, *SmartCEO* took a look inside
...the area's most fun places to work and
...ed how what appears to be fun and
...an translate into bottom-line profit. CEOs
...hat they do to create an atmosphere in
...eir employees enjoy in-office
...ment and after-hours social events.

Summer Reading Company Culture Sports and Business Harassment

Corporate Partners

M&T Bank

Understanding what's important*

pillsbury

Major Accounts Services



iNDIVIDUALS. iDEAS. iNFORMATION.

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...your ideas and experiences by e-mailing jeanine@smartceo.com.

projects. The result is an approach that is elegant in its simplicity. Albert Einstein spent many years of his life filling chalkboards to come up with $E=MC^2$. Reichheld has done the same thing with what he calls the "Net Promoter Score." He argues that the traditional accounting measurements are trailing indicators, while customer loyalty is a leading indicator of business success.

John Cronin, CEO, PLP Digital Systems, Inc.



My recommended book is *The Secret* by Rhonda Byrne. I believe that everything starts with a positive, winning attitude. Many people simply do not think big enough. I always talk about swinging for the fences. I also ask myself, "What would I do today if I knew I could not fail?" That positive attitude is captured in *The Secret's* "Law of Attraction." While most people think themselves and their businesses out of possibilities, the lesson from the book is that we can do, be or have anything—but we just have to aim for it. In short, have positive thoughts about things and always head in that positive direction.

Kelly Campbell, CEO and founder, Campbell Wealth Management

I would recommend a book that has enhanced my business, has given me a whole new outlook on life and has improved business relationships. *Change the Way You See Yourself Through Asset-Based Thinking* is a book by Dr. Kathryn Cramer, a psychologist well known for helping businesses change their way of thinking. Her asset-based thinking method draws on positive thinking to help transform our pessimistic ways of thinking into pro-active actions. By so doing, companies attain greater goals, retain quality employees and create a better overall work environment. The method uses simple, straightforward text that can be read in one sitting, or roughly 45 minutes.



Cher Murphy, president and CEO, Cher Murphy PR



I would like to recommend *Running Your Own Company—An Entrepreneurs Field Manual* by Paul Riecks. It is a book of wisdom from Riecks' many years running The Inner Circle Mid-Atlantic. What could be better than getting the "street" knowledge from other small business owners? Riecks uses this book to expose the successes as well as obstacles that his members have seen.

Kathleen Dorsey, founder, Atlantic Mortgage

I recommend *The Elements of Style* by William Strunk & E.B. White. It remains the most compact and lucid handbook we have for matters of basic principles of composition, grammar, word usage and misusage, and writing style. I suggest this book to other CEOs because clarity can never be taken for granted. In an age of e-mail and instantaneous information, communication can get sloppy. But the rules for effective communication don't change, regardless of the medium. Effective

