



# Speed Reviews

of New and Noteworthy Books for Business Executives

## THE 100-MILE WALK

by Sander A. Flaum & Jonathon A. Flaum with Mechele Flaum

### Two Generations of Leadership

Co-author Sander Flaum acknowledges early in *The 100-Mile Walk* that there are 250 books on leadership written every year. So why is this one different?

It is different because its purpose is to compare and contrast very different perspectives: that of a 65-year-old CEO (Sander) with that of a 36-year-old CEO (Jonathon) who happen to be father and son. The two embark on a walk of 100 miles within six months to discover, discuss and debate what each believes about leadership.

### The Nine Ps of Leadership

Sander Flaum developed a list of nine key leadership practices using wisdom from participants at the Fordham Leadership Forum, his experience as a CEO and college instructor and insights from his son. These “Nine Ps of Leadership” form the basis for the book: People, Purpose, Passion, Performance, Persistence, Perspective, Paranoia, Principles and Practice.

Each chapter of the book covers one leadership practice in detail. Sander illustrates the various aspects of leadership by telling stories about his own experiences and those of other leaders he knows. Jonathon, a Zen Buddhist, often uses Zen-based philosophical tales to make his points. The contrasting styles make for engaging reading.

### People, Purpose and Passion

As the authors begin their walk in New Orleans, they discuss People-related leadership skills. Sander stresses the concept of hiring people you would follow. Jonathon says to spot a leader, he looks for actions, not titles. They agree that leaders must be willing to teach people all the time, work to motivate them and trust their gut instincts.

A walk through Central Park is the backdrop for a discussion of Purpose. Sander remarks that many times it's more important to know the right questions than the right answers. Jon's Zen-based approach is that you do not pick your purpose as much as it picks you.

*Reviewed by Barry Silverstein*

At Ohio State University, Sander's alma mater, the authors witness the Passion of a football game. They recognize together that passion is “a leader's lifeblood.” Doing what you love, they say, is an important part of achieving personal satisfaction and success.

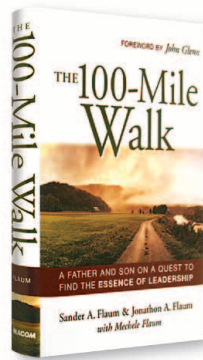
### Walking Through Leadership

Continuing their journey, hundreds of yards of stone walls in the mountains of North Carolina aptly symbolize Persistence. Jon observes that the shapes of the stones themselves determined their best place to fit in the landscape. In the end, he says, we do not build projects; projects build us. Moving north to Bear Mountain, New York, Perspective is the topic. Here, the two authors diverge. Sander holds the view that the younger generation's insistence on work-life balance could lead to a leadership crisis. Jon feels an either/or model is unreasonable.

Back in the Blue Ridge Mountains, Sander and Jon find that basic Principles include credibility, integrity, vulnerability, accountability and steadfastness. They agree that principles must be actively practiced and constantly considered.

Their walk concludes with a consideration of Practice. This, father and son agree, is the core of leadership. Practice means living and working as though there were no beginning, middle or end to a goal.

*The 100-Mile Walk* includes an addendum: “The tenth P – Providence.” Despite plans and actions, sometimes things happen. The mark of a great leader is the ability to accept providence and adapt.



### Why We Like This Book

*The 100-Mile Walk* weaves together pertinent stories about leaders the authors know with leadership philosophy in a unique framework. The “walk” allows both authors to consider the nine practices that anchor the book; they share their individual perspectives with us in two distinct voices. The result is a spiritual book on leadership that is authoritative yet personal, and educational yet inspiring.

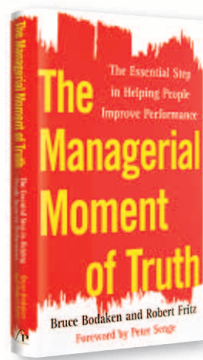
AMACOM © 2006, 255 pages, \$24.95 (ISBN 0-8144-0863-X).  
Buy this book for 20% to 46% off at [www.summary.com/books](http://www.summary.com/books).

# THE MANAGERIAL MOMENT OF TRUTH

by Bruce Bodaken and Robert Fritz

## The Essential Step in Helping People Improve Performance

Truth. It's an ugly word but somebody's got to say it. Managers in particular have got to say it, understand it and utilize it in a manner that increases productivity and long-term growth. To put it simply, the authors write, "Getting to the truth must be more important than feeling comfortable and protecting egos." According to Bruce Bodaken, chairman, president and CEO of Blue Shield of California, and Robert Fritz, a 20-year consultant to Fortune 500 companies and best-selling author of several books including *The Path of Least Resistance*, "real" truth-telling (not watered-down versions of the truth) can add anywhere from 25 percent to 40 percent more actual capacity to organizations, without adding significant cost. Unfortunately, many managers mistakenly think they have only one of two unpleasant choices when dealing with the truth: 1) to have a contentious confrontation, or 2) to avoid the situation, neither of which promotes a lasting change.



## How to Recognize and Change Performance Patterns

For every manager, there are critical moments that occur regularly, referred to as Managerial Moments of Truth (MMOT). These moments include two distinct events: 1) the awareness that there is a difference between what you expected and what was delivered, and 2) the decision about what to do with that information. Whatever the manager decides, the author writes, a managerial moment of truth has happened. "The way you deal with these moments will either trap you in a cycle of limitations making your work life harder or enable you to unleash crucial capacity, align your team, and increase the impact of your leadership."

Changing performance therefore, through the acknowledgment of truth, becomes critical to positive outcomes, rather than mere "problem-solving" as we know it. Most managers have tried to change performance of their less-accomplished people; however, "the usual pattern they experience is a temporary improvement in performance, followed by a plateau, followed by a regression to the original unacceptable situation. This is an oscillating pattern in which movement forward is reversed."

The four-step MMOT technique is an outcome-oriented method and includes an acknowledgment of the truth, an analysis of how it got to be that way, creation of an action plan and an establishment of a feedback system.

Review by Nikitta A. Foston

## Developing Skills

For the MMOT technique to be effective, managers must remain outcome-oriented and focused on the abilities and attributes of their staff. "The challenge is to find just the right way to bring out the best in individuals who have different personalities, different approaches to life, different rhythms and patterns," Bodaken and Fritz write. The authors further elaborate on each of the four steps included in the MMOT model, providing examples, case studies and clear-cut studies on what works and what doesn't. This further exploration of the MMOT technique includes exploring differences of opinion, assumptions, design flaws, unexpected events and rethinking the management process.

The authors, in addition to a thorough explanation of the MMOT's corrective properties, offer a positive MMOT model as well. The positive MMOT, similar to the corrective MMOT, includes the same four-step approach but does so when a manager's expectations have been exceeded, rather than missed. "Here, the learning typically focuses on what worked particularly well and how we may adopt that approach in the future," they write.

## Managing the Truth

With lively examples and illustrative case studies for both positive and corrective MMOT's, four question-types emerge as essential components of penetrating reality: information, clarification, implication and discrepancy. The information question expands our visual picture, the clarification question clearly defines the terms, the implication question addresses underlying assumptions and the discrepancy question deals with contradictions. Together, along with matching individuals and roles (including skill, attitude, alignment and interest) the MMOT model builds trust within the team and cross-departmental alliances. According to the authors, "The team is the most important unit within the organization."

### Why We Like This Book

This book gives an eye-opening view of the underrated notion of truth in the managerial context. With clearly defined and attainable steps for improved productivity, increased efficiency and accountability, Bodaken and Fritz outline a new standard for successful operations and greater employee performance.

Simon & Schuster © 2006, 182 pages, hardcover, \$22.00  
(ISBN: 0-7432-8852-1)

Buy this book for 20% to 46% off at [www.summary.com/books](http://www.summary.com/books).

# THERE'S A CUSTOMER BORN EVERY MINUTE

by Joe Vitale

## P.T. Barnum's Greatest Sales Approach on Earth

In addition to being one of the greatest showmen and businessmen ever, P.T. Barnum is author, copywriter and marketing expert Joe Vitale's mentor from beyond. Vitale therefore takes exception to the fact that most people only know of Barnum's management of the famous circus that still bears his name, and stresses that Barnum was involved with the famed circus only during the last years of his life. It was his American Museum (audaciously purchased with no cash down and a swampy island as collateral)—and his almost mythical promotion of General Tom Thumb (Charles S. Stratton) and Swedish songstress Jenny Lind—that made P.T. Barnum his money and fame.

## Tell Your Story to Everyone Who Will Listen

P.T. Barnum's observation that too many businesses hide their light under a bushel resonates profoundly with Vitale's experience as a marketer and copywriter. Barnum's simple and direct approach to communicating value to potential customers remains as true today as it did in his time. The master showman knew that if potential customers don't know what you have to offer, they aren't going to buy it.

Beneath the gutsy tales of bold promotions, anecdotes about wild animals and crazy contests (or the story of how Barnum was nearly hanged) the book presents simple, applicable advice. Find a business you love, promote it like crazy then give paying customers more than they expect. According to Barnum (and Vitale), it's an approach that cannot fail.

## Barnum's 10 Rings of Power

Vitale also holds Barnum up as a man who understood the power of positive thinking decades before it was a pop psychology phenomenon. He was a man who endured tremendous personal and business tragedies (he went bankrupt twice), but had the attitude and strength of character to persevere and build immediately upon (at one point literally) the ashes of his defeat. Vitale draws out 10 points— or "Rings of Power"—that originate in the personal beliefs Barnum held on the subject of success in business. According to Vitale, Barnum's actions and writing attest that:

1. He believed there was a customer born every minute (not a sucker as the common saying would have us believe). Barnum went against the grain of our current "targeting"

approaches, believing that the more people who know about your offer, the larger the pool of potential customers.

2. He believed in using skyrockets. He was the king of dreaming up audacious ways to grab attention, and in doing so invented the baby contest and the beauty contest.

3. He believed in giving people more than their money's worth. A quality as irresistible now as it was then.

4. He fearlessly believed in the power of printer's ink. Barnum understood the power of information. He believed that customers will listen to any story if it is sufficiently entertaining.

5. He believed in persistently advertising. Barnum understood that hit-and-miss advertising doesn't work, but a consistent message, told over and over, hits its mark.

6. He believed in helping people get results (what goes around comes around). Barnum was building strategic alliances with complementary businesses long before the term came into being.

7. He believed in negotiating creatively, treating employees and performers with respect. Fairness, respect and treating people as you would wish to be treated goes a long way now as it did in his time.

8. He believed all was well. He knew the energy expelled in being bitter over losses could be better channeled into overcoming adversity.

9. He believed in the power of the written word.

10. He believed in the power of speaking. Barnum knew that people pay attention to experts.

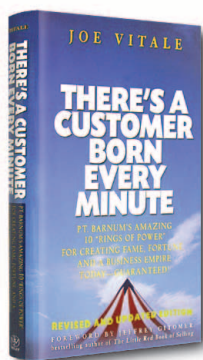
## Success in Life Is Everything

Perhaps one of the most useful and memorable sections of the book is a reprint of *The Art of Money Getting*, penned by Barnum himself. In addition to containing the origins of the salient business practices echoed in Vitale's 10 Rings, Barnum's wonderfully homespun advice included warnings to not spend more than you make, not to drink or smoke, and to seek out simple pleasures.

### Why We Like This Book

Success stories are irresistible. So are unique characters. Vitale has given us plenty of both in this wonderfully personal, yet extremely relevant and applicable guide for anyone who wants to make their business the greatest show on earth.

His advice is also a life lesson, as pertinent today as when he first imparted it.



Review by Joy Parks

John Wiley and Sons, Inc © 2006 by Hypnotic Marketing, Inc.,  
272 pages, hardcover, \$24.95 (ISBN 0-471-78462-1)  
Buy this book for 20% to 46% off at [www.summary.com/books](http://www.summary.com/books).

# NEVER COLD CALL AGAIN!

by Frank J. Rumbauskas Jr.

## Achieve Sales Greatness Without Cold Calling

With clarity, focus and a user-friendly approach, Frank J. Rumbauskas Jr., disposes of the antiquated notion of cold-calling as we know it. Instead, he focuses on the results-oriented methodology of a self-marketing plan — one that shows salespeople how to think, act and succeed like business owners. In *Never Cold Call Again!*, a self-marketing plan is defined as a marketing campaign that you build in order to generate a consistent supply of qualified leads. The purpose of this self-marketing plan, Rumbauskas writes, is to, “gain the prospect’s interest without cold calling.” Time is better spent cultivating an effective self-marketing campaign that results in the prospect calling you, not the other way around.

### Your Self-Marketing System for Lead Generation

To be truly successful in the long term, a self-marketing system must be designed around the three cardinal needs of any potential customer: 1) increase sales, 2) decrease expenses or 3) increase efficiency/productivity. “You’re wasting your time if you’re trying to use any other reasons to convince a business owner or executive to buy from you,” writes Rumbauskas. “Although many other goals might be important to a customer or business owner, all fall within one of these three main categories.” Every message to a prospect, therefore, must be made according to one or more of these three principles. Your purpose, Rumbauskas writes, “is to gain an understanding of how your product or service will specifically increase profitability, increase revenues and/or decrease expenses. Period.”

Accordingly, you will spend less time prospecting for new leads and more time answering the leads that come into you. Why? Because your marketing plan precisely meets the need of the prospect. When you cold call, by contrast, a significant portion of your time must be devoted to prospecting for new business. You are working, and when you don’t work, nothing happens. With self-marketing, the system itself is working, even when you are not. “A salesperson that uses a leveraged system of self-marketing need not spend time prospecting,” Rumbauskas writes. “The leads will come in automatically.” A successful self-marketing plan means that the prospect wants to buy from the salesperson, rather than the salesperson trying to sell to the prospect.

Rumbauskas emphasizes the importance of a high-  
*Review by Nikitta A. Foston*

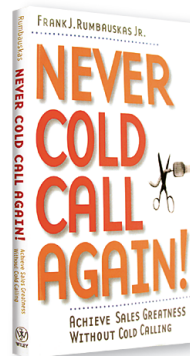
ly-inclusive self-marketing plan that utilizes the benefits of the Internet, Internet marketing, e-mail, personal Web sites, newsletters, direct mail, weblogs, seminars, consultations, publicity, networking and assistance-based “cold calling” (which contacts or responds to qualified prospects).

### You Have the Leads – Now Get the Sales

Here’s the fun part, and easy if you’ve done the first two steps correctly. Here, the point is not only to close the deal — but not to lose it by overcomplicating the process. Rumbauskas refers to this principle as *The KISS Test*, which stands for “Keep It Simple Stupid.” “Most salespeople tend to overcomplicate the sales process and try to drag the prospect through a number of steps that are usually unnecessary, especially when the prospect is definitely qualified and has a very current need.” According to Rumbauskas, injecting unnecessary corporate bravado (no matter how deserved) or excessive details about features or policies is the fastest way to lose their interest — and the deal.

Just as important as closing the deal on the qualified prospects is qualifying “out” those prospects that are not going to buy, “the single biggest time wasters for salespeople,” Rumbauskas writes. “Nothing is more frustrating than being excited about getting a lead and an appointment, only to get there and find out that they’re not serious.” But with experience, weeding out these time-wasters from the beginning gets easier.

For those qualified prospects, present a precisely tailored proposal that fulfills one of the three cardinal principles. In addition, build a rapport that allows you to gain access to referrals and testimonials following the close of the deal.



### Why We Like This Book

*Never Cold Call Again!* casts a new light on the field of sales and the approach to it, from a salesperson’s perspective. With lively examples and step-by-step instructions, it carefully guides the salesperson to an improved and more efficient manner of building business that requires less “busy work” and more “smart work.” In easily digestible chapters of 5 to 6 pages each, it redefines sales as we know it, starting from the inside out.

John Wiley & Sons, 192 pages, hardcover, \$16.95  
(ISBN: 0-47-178679-9)

Buy this book for 20% to 46% off at [www.summary.com/books](http://www.summary.com/books).

# BOOM

by Mary Brown and Carol Orsborn, Ph.D.

## Baby Boom Women: A Trillion-Dollar Market

*Boom* explores the soon-to-explode demand for consumer goods and services by what may be one of the most affluent and influential target groups of all time: baby boomer women. Women born between 1946 and the early 1960s are the first female demographic to not only to have their own incomes, but to also control the family purse strings. The authors stress that there are more than 80 million baby boomer women, with the spending power of over a trillion dollars a year, who buy or influence up to 80 percent of all consumer purchases. Over the next decade, this group—traditionally ignored by marketers—will control more than two-thirds of consumer wealth.

### The Imago Diagnostic: A Tool for a Diverse Demographic

This book presents a multidimensional profile of baby boomer women and looks at factors that determine their spending patterns. The authors are quick to point out that this target is not a single fixed demographic, but that race, economics and other variables determine what makes a baby boom woman tick ... and buy. Since the demographic encompasses women born within a nearly 20-year span, one significant factor is a woman's position in the boomer continuum, whether she is a leading-edge boomer born soon after World War II or a trailing-edge boomer born nearly a decade later. Differences between male and female decision-making processes are examined, and most importantly, the book offers the Imago Diagnostic (ID)—a unique motivational assessment tool to help identify three archetypal boomer women consumers. The archetypes of the Imago Diagnostic are:

**Conventional:** The conventional baby boomer woman's motivational orientation is to maintain security, stability and predictability, even at the expense of her own sense of autonomy and self-expression. She has not been exposed to new information that challenges the status quo or she compliantly resists rocking the boat. She is the consummate caretaker and puts her family first. She needs to know how you can help her, and keep her and her family safe.

**Transitional:** The transitional baby boomer woman knows there is more to her than what others see. She is disillusioned yet optimistic, as she begins to assert her own individuality. She is in a stage of change and experimentation with new beliefs and new needs. She needs to know you believe in her.

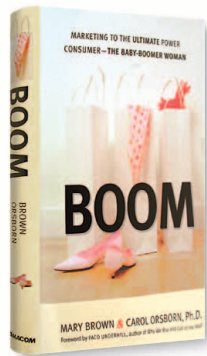
*Review by Joy Parks*

**Aspirational:** Having integrated what she has learned in her transformation phase, the aspirational baby boomer woman is beyond passivity and rebellion.

She accepts her flaws and is an emotional pioneer, realizing that the emotional and attitudinal landmarks she expected at various ages did not materialize. With no role models for women 40, 50 and 60, she is forging her own way on her own terms. She needs you to embrace life with her.

The authors apply these archetypes, tempered by leading or trailing-edge characteristics, as well as race and other factors, to the five central aspects of baby boomer women's lives, which are:

- **Work/life orientation** — the role career plays in her life.
- **Problem-solving outlook** — her emotional viewpoint when faced with adversity.
- **Caretaker/relationship mode** — her relationships and interactions with others.
- **Life stage impact** — her views on aging and midlife issues.
- **Economic situation** — her financial status and outlook.



### Learn From Companies That 'Get Her'

Throughout the book, readers will find numerous case studies of successful companies, including Ford, Citigroup, Appleseed Clothing, Walt Disney, AARP and the Red Hat Society. *Boom* also looks at how the interactivity of the Internet and its wealth of pre-purchase information influences boomer women, who are online in greater numbers than any other demographic.

Finally, it provides a simplified list of the "Eight Things You May Not Know About Boomer Women—But Should."

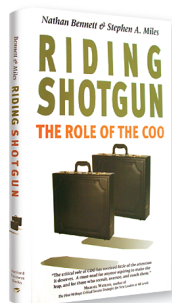
#### Why We Like This Book

*Boom* is fast paced and offers practical advice and an applicable model to effectively understand the baby boom woman. Its emphasis on the multiplicity of baby boomer women proves why a one-size-fits-all approach, stirred with a bit of nostalgia, is a sure recipe for disaster. Most importantly, it looks at the phenomena of boomer women, not as a problem to be solved, but as a tremendous opportunity for companies to grow by learning how to meet the needs of this powerful group, one which is poised to create a seismic shift in consumer marketing.

AMACOM © 2006, 256 pages, hardcover, \$24.00  
(ISBN 0-8144-7390-3)

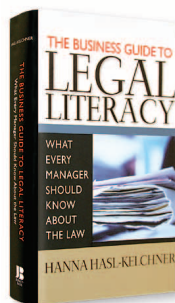
Buy this book for 20% to 46% off at [www.summary.com/books](http://www.summary.com/books).

# SHORT TAKES



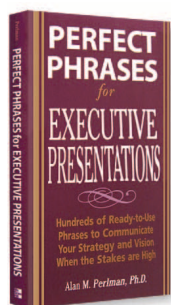
## Riding Shotgun by Nate Bennett and Stephen Miles

Bennett and Miles strike out to answer the question “How important is the role of a chief operating officer, especially to the success of a company’s CEO?” According to the two authors, the role is crucial; one example is the failure of the Hewlett-Packard merger with Compaq, in which former HP CEO Carly Fiorina refused to appoint a COO. *Riding Shotgun: The Role of the COO* provides insight to the world of COOs and just how useful they are to their companies. Stanford UP, 320 pages, \$27.95 (ISBN 0-80475-166-8)



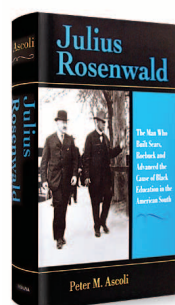
## The Business Guide to Legal Literacy by Hanna Hasl-Kelchner

In today’s world it is necessary for business managers to have a steady grasp on legal issues, and Hasl-Kelchner seamlessly bridges the gap between the business and legal worlds. *The Business Guide to Legal Literacy: What Every Manager Should Know About the Law* provides readers with a number of real-life examples when it comes to legal problems and lawsuits, and Hasl-Kelchner, who holds a law degree and a MBA, has a straightforward approach to the topic. Jossey-Bass/Wiley, 372 pages, \$29.95 (ISBN 0-7879-8255-5)



## Perfect Phrases for Executive Presentations by Alan M. Perlman, Ph.D.

Perlman, who is a corporate speechwriter and academically trained linguist, shares his knowledge of strong executive presentations in his latest book. *Perfect Phrases for Executive Presentations* provides the necessary tools for leaders to design a thorough presentation and deliver it clearly. Aside from advice for presentations geared towards specific groups, Perlman also offers effective speaking techniques as well. McGraw-Hill, 196 pages, \$9.95 (ISBN 0-07-146763-7)



## Julius Rosenwald by Peter M. Ascoli

It seems that little is known about the man many called “JR” who was behind turning Sears, Roebuck & Company into the largest mail-order company across the globe. Ascoli, who is the grandson of Julius Rosenwald, presents a compelling biography of a man who not only built Sears, but also worked towards advancing the education of African Americans in the rural South. *Julius Rosenwald* provides a fascinating look into the life of a successful businessman and philanthropist. Indiana UP, 453 pages, \$35.00 (ISBN 0-253-34741-6)



## Is That Your Hand in My Pocket? by Tom Parker and Ron Lambert

Experts with more than 25 years of experience in sales, Parker and Lambert take on the art of negotiation in a no-nonsense way; as the senior vice president and CEO of Yukon—a division of Alongside Management—the two have saved their clients \$2 billion. *Is That Your Hand in My Pocket* provides readers with practical advice, as well as important negotiation secrets that will help them achieve the better end of the deal. Nelson Business, 233 pages, \$22.99 (ISBN 0-7852-1877-7)



## Small Is the New Big by Seth Godin

From the author of *The Purple Cow* comes a collection of short pieces from his well-read blog, as well as pieces that he has written for other publications. Godin tackles the issue that “big” in the business world isn’t always better, sprinkling in other business ideas and a collection of personal musings of a highly entertaining value. *Small Is the New Big* can be read in one sitting, or a little at a time, making it a valuable tool. Portfolio/Penguin, 302 pages, \$25.95 (ISBN 1-59184-126-7)

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION October 2006

Title of Publication: Soundview Executive Book Summaries. Publication number: 0747-2196. Frequency of issue: Monthly. Number of issues published annually: 30. Annual subscription price: \$209 per year in the United States, Canada and Mexico; \$295 to all other countries. Complete mailing address of known office of publication: Concentrated Knowledge Corporation, P.O. Box 1053, Concordville, Delaware County, PA 19331. Complete mailing address of the headquarters of general business offices of the publisher: Same. Publisher: Rebecca S. Clement, Concentrated Knowledge Corporation, P.O. Box 1053, Concordville, PA 19331. Editor in Chief: Linda C. Gross, Concentrated Knowledge Corporation, P.O. Box 1053, Concordville, PA 19331. Editor: Melissa A. Ward, Concentrated Knowledge Corporation, P.O. Box 1053, Concordville, PA 19331. Owner: George Y. Clement, Concentrated Knowledge Corporation, P.O. Box 1053, Concordville, PA 19331. Known bondholders, mortgagees, and other security holders: None. The average number of copies of each issue sold and distributed to paid customers during the 12 months preceding September 2006 was 26,285. There was no distribution through dealers or news agents. Actual number of copies of a single issue published nearest to filing date: 27,400. Complimentary copies issued: 186; office use, left over and spoiled: 3,864. Statement signed and certified to be true by George B. Rosica, Operations Director.

To subscribe: Send your name and address to the address listed below or call us at 1-800-SUMMARY (outside the United States and Canada, 610-558-9495).  
Published by Soundview Executive Book Summaries (ISSN 0747-2196), P.O. Box 1053, Concordville, PA 19331 USA, a division of Concentrated Knowledge Corp.  
Publisher, Rebecca S. Clement. Writer and Editor, Chris Lauer. Senior Graphic Designer, Debra DePrinzio. Published monthly. Subscriptions: \$209 per year in the United States, Canada and Mexico, \$295 to all other countries. Periodicals postage paid at Concordville, Pa., and additional offices. POSTMASTER: Send address changes to Soundview, P.O. Box 1053, Concordville, PA 19331.  
Copyright © 2006 by Soundview Executive Book Summaries.

**OCTOBER 2006**

Concentrated Knowledge™  
for the Busy Executive

[www.summary.com](http://www.summary.com)

SOUNDVIEW  
**Executive  
Book Summaries®**

**COMING SOON**

**The Change Function** by *Pip Coburn*. The “build it and they will come” philosophy has plagued the technology industry. Most potential users are afraid of new technology and need a compelling reason to change. If you don’t provide one, your product will go the way of the video phone.

**Leader of the Future 2** edited by *Frances Hesselbein and Marshall Goldsmith*. Read what Charles Handy, Rosabeth Moss Kanter, Ken Blanchard, Sally Helgesen, Stephen Covey and other great thought leaders have to say about leadership today.

**Break From the Pack** by *Oren Harari*. Everywhere, products are being commoditized, services are imitated and traditional barriers to market entry are collapsing. To sustain a competitive advantage, you must break from the pack by resisting the traditional compulsions that keep you mired there.

**The Speed of Trust** by *Stephen M. R. Covey*. There is one thing that is common to every individual, relationship, team, family, organization, nation, economy and civilization throughout the world. That one thing is trust.

**Treasure Hunt** by *Michael J. Silverstein*. A BMW in a Costco parking lot? A working-class family with a 50-inch plasma TV? What’s going on in the mind of the new consumer, asks Michael J. Silverstein. The answers he uncovers are fascinating.

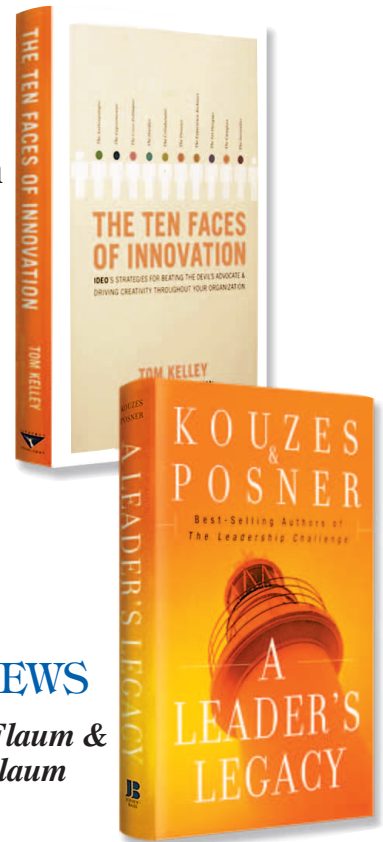
**OCTOBER SELECTIONS**

**PART 1**

**The Ten Faces of Innovation**  
by *Tom Kelley with  
Jonathan Littman*

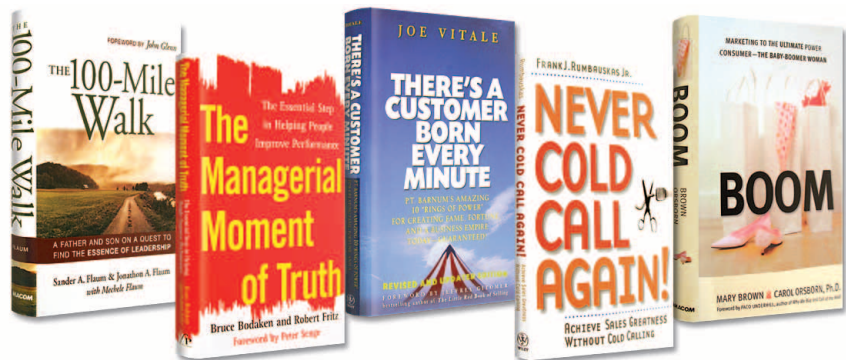
**PART 2**

**A Leader’s Legacy**  
by *Jim Kouzes and  
Barry Posner*



**SOUNDVIEW SPEED REVIEWS**

- ▲ **The 100-Mile Walk** by *Sander A. Flaum & Jonathon A. Flaum with Mechele Flaum*
- ▲ **The Managerial Moment of Truth** by *Bruce Bodaken and Robert Fritz*
- ▲ **There’s a Customer Born Every Minute** by *Joe Vitale*
- ▲ **Never Cold Call Again!** by *Frank J. Rumbauskas Jr.*
- ▲ **BOOM** by *Mary Brown and Carol Orsborn, Ph.D.*



Soundview Executive Book Summaries, P.O. Box 1053, Concordville, PA 19331 USA  
**1-800-SUMMARY** (Outside the United States and Canada, 610-558-9495)

P.O. Box 1053 • Concordville, PA 19331 • USA  
**1-800-SUMMARY** (Outside the United States and Canada, 610-558-9495)

## **SOUNDVIEW NEWS**

### **Great Titles Coming as Featured Book Reviews**

*Dear Subscriber,*

*As you may have noticed in April, and again this month, we've been adding a bonus publication to your subscription that we call our Featured Book Review™.*

*It is always our goal to provide you with summaries of the 30 best business books of the year, yet in doing so, there are some great titles that don't get summarized for a variety of reasons. Several years ago, we began providing the Speed Reviews™ publication to let you know about these titles. But sometimes a one-page review just doesn't do a book justice.*

*Enter the Featured Book Review. This new publication is a four-page review, to cover in more detail the key points of a book, along with our opinion on the title. This gives you the opportunity for exposure to additional business books that may apply to your workplace, if not broaden your horizons or pique your interest on a relevant topic.*

*In April, we reviewed Freakonomics by Steven D. Levitt and Stephen J. Dubner. In September, we put a review of The Ultimate Question by Fred Reichheld in your Online Library as a downloadable PDF format. This month, we've included a review of The World Is Flat by Thomas Friedman.*

*We hope that you find these reviews helpful in your business and career. Watch for additional Featured Book Reviews in the coming months, and as always, please let us know what you think of them. We value your thoughts and opinions.*

Sincerely,



Rebecca S. Clement  
Publisher