

January/February/March 1996

TO: Executive Addressed

FR: James E. Lukaszewski, APR, Fellow PRSA Chairman

RE: Useful Additions for the Strategist's Library

I'm often asked about good books related to strategy and strategic management. The following are on my must read list for executives and managers:

1. *Asking "Just Right" Business Questions: Questions for Managers Looking for Answers*, Curtis W. Page and Charles J. Selden, Crown Publishers, Inc., © 1987.
2. *Avoiding the Brink*, Andrew C. Goldberg, Editor, Center for Strategic and International Studies, Washington, DC.
3. *Bringing Out the Best in People*, Abrey C. Daniels, McGraw-Hill, © 1994.
4. *Business as Unusual: The Handbook for Managing and Supervising Organizational Change*, Price Pritchett and Ron Pound, Pritchett & Associates, Dallas, Texas, © 1988.
5. *Communicating Change: How to Win Employee Support for New Business Directions*, TJ and Sander Larkin, McGraw-Hill, New York, © 1994.
6. *Control Your Destiny or Someone Else Will*, Noel M. Tuchy and Stratford Sherman, Doubleday-Currency, © 1993.
7. *Credibility: How Leaders Gain It and Lose It, Why People Demand It*, James A. Kouzes, Josey-Bass, Inc., © 1993.
8. *Customers for Life*, Carl Sewell & Paul B. Brown, Pocket Books, division of Simon & Schuster, New York, © 1991.
9. *Fighting to Win*, Edward A. Grefe, Harcourt Brace, © 1981 (new edition scheduled for 1995).
10. *Fundamentals of Creative Thinking*, John S. Dacey, Lexington Books, © 1989.
11. *The Goal, A Process of Ongoing Improvement*, Eliyahu M. Goldratt and Jeff Cox, Second Revised Edition, North River Press, © 1984.
12. *Healing the Wounds: Overcoming the Trauma of Layoffs and Revitalizing the Downsized Organization*, David M. Noer, Josey-Bass, Inc., © 1993.
13. *Issues Management and Strategic Planning*, William L. Renfro, Quorum Books, © 1993.

14. *Issues Management, How You Can Plan, Organize and Manage for the Future*, Joseph F. Coates, Lomond Publications, Inc., P.O. Box 88 Mount Airy, MD.
15. *On Becoming A Leader*, Warren Bennis, Addison-Wesley, © 1993.
16. *On War*, indexed edition, edited and translated by Michael Howard and Peter Paret, Princeton University Press, © 1976.
17. *Overcoming Opposition: A Survival Manual for Executives*, Philip Lesly, Prentice-Hall, Inc., © 1994.
18. *Power Vision: How to Unlock the Six Dimensions of Executive Potential*, George W. Watts, Richard D. Irwin Publishers, © 1993.
19. *Rules for Radicals: A Pragmatic Primer for Realistic Radicals*, Saul D. Alinsky, Vintage Books, New York, Copyright 1971, currently out of print. Try used book sellers, or beg or borrow a copy.
20. *Seven Habits of Highly Effective People*, Stephen R. Covey, Simon & Schuster, © 1989.
21. *Strategic Planning for Public and Non-profit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement*, John M. Bryson, Josey-Bass, Inc., © 1988.
22. *Strategy: The Logic of War and Peace*, Edward Luttwak, Belknap Press of Harvard University Press, © 1987.
23. *Strategy Pure and Simple: How Winning CEOs Outthink Their Competition*, Michael Robert, McGraw-Hill, Inc., © 1993.
24. *The Art of War*, Sun Tzu, translated and with an introduction by Samuel B. Griffith, Oxford University Press, 1963, available in most book stores.
25. *The Art of A Long View: Planning for the Future in an Uncertain World*, Peter Schwartz, Doubleday-Currency, New York, © 1991.
26. *The Healing Manager: How to Build Quality Relationships and Productive Cultures at Work*, William and Kathleen Lundin, Berrett-Koehler Publishers, © 1993.
27. *The Mind of the Strategist: Business Planning for Competitive Advantage*, Kenichi Ohmae, Penguin Business Library, 1982, paperback.
28. *The Power of Followership*, Robert E. Kelley, Doubleday-Currency, © 1991.
29. *Theory of Constraints*, Eliyahu M. Goldratt, North River Press, © 1990.
30. *Vision Management*, Sanno Management Development Research Center, Portland, Oregon, Productivity Press, © 1994.
31. *War Games*, Thomas B. Allen, Berkley Publishers, © 1989, paperback.
32. *Winning at the Grassroots: How to Succeed in the Legislative Arena by Mobilizing Employees and Other Allies*, Public Affairs Council, © 1989.

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