

**BOOKS AN MBA SHOULD READ**

**A list compiled and recommended by Professor Betsy Gelb**

TITLE	AUTHOR
Blue Ocean Strategy	W. Chan Kim and Renée Mauborgne
Boomerang	Michael Lewis
Brand Leadership	David A. Aaker and Erich Joachimsthaler
Clicks and Mortar	David S. Pottruck and Terry Pearce
Death by Meeting: A Leadership Fable	Patrick Lencioni
Dumb Money	Daniel Gross
Getting Things Done: The Art of Stress-Free Productivity	David Allen
Great by Choice	Jim Collins & Morten Hansen
How the Mighty Fall: And Why Some Companies Never Give In	Jim Collins
How to Win Friends & Influence People...	Dale Carnegie & Associates
Information Rules	Carl Shapiro and Hal R. Varian
Leading Change	John P. Kotter
Liar's Poker	Michael Lewis
Management Challenges for the 21st Century	Peter Drucker
Oil: Money, Politics, and Power in the 21st Century	Tom Bower (Start on p. 153)
Outliers	Malcolm Gladwell
Out of the Crisis	W. Edwards Deming
Predictably Irrational	Dan Ariely
Profit from the Core	Chris Zook
Steve Jobs	Walter Isaacson (Start on p. 333)
Switch	Chip Heath and Dan Heath
That Used to be Us	Thomas Friedman & Michael Mandelbaum
The Age of the Unthinkable	Joshua Cooper Ramo

The Big Short: Inside the Doomsday Machine	Michael Lewis
The Black Swan	Nassim Nicholas Taleb
The First 90 Days	Michael Watkins
The Five Dysfunctions of a Team: A Leadership Fable	Patrick Lencioni
The Four Pillars of Investing	William J. Bernstein
The Innovator's Dilemma	Clayton M. Christensen
The Prize: The Epic Quest for Oil, Money & Power	Daniel Yergin (Start on p. 541)
The Smartest Guys in the Room	Bethany McLean and Peter Elkind
The Tipping Point: How Little Things Can Make a Big Difference	Malcolm Gladwell
The Trusted Advisor	David H. Maister, Charles H. Green, and Robert M. Galford
The Wal-Mart Effect	Charles Fishman
The Wealth and Poverty of Nations	David S. Landes
The Wisdom of Crowds	James Surowiecki
The World is Flat 3.0: A Brief History of the Twenty-first Century	Thomas Friedman (pp. 1-277 and 489-639.
Thinking Fast and Slow	Daniel Kahneman
Too Big to Fail	Andrew Ross Sorkin
What Got You Here Won't Get You There	Marshall Goldsmith and Mark Reiter
What Great Salespeople Do	Michael Bosworth and Ben Zoldan
You Can Negotiate Anything	Herb Cohen