

GREAT NEW READS

by Margaret Jaworski

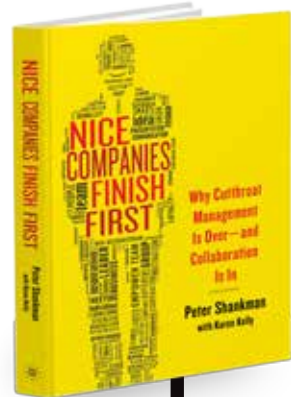
Nice Companies Finish First

Why Cutthroat Management Is Over—and Collaboration Is In

by **Peter Shankman with Karen Kelly**

April
Palgrave Macmillan; \$25

Despite the slightly misleading title—collaboration has long been a component of managerial style and graduate-level business courses—the author effectively argues that the era of the authoritarian “my way or the highway” CEO is on its way out. Peter Shankman, founder of The Geek Factory—a boutique public relations, marketing and social media firm—makes the case that to be successful in the age of transparency and social media scrutiny, leaders must create a corporate culture that celebrates respect, pride, loyalty and collaboration. And if showing employees respect is essential, wooing the customer is critical. As proof, Shankman recaps the stories of well-known corporate good guys such as Jet-Blue’s Dave Needleman, Zappos’ Tony Hsieh and Patagonia’s Yvon Chouinard, and he gives examples of the fallout that results when a company disregards or undermines consumers’ trust. Shankman’s breakdown of the nine key traits of a successful leader is especially valuable, giving both newbie and seasoned bosses a chance to review and retool their management styles.



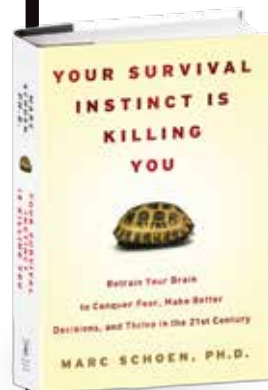
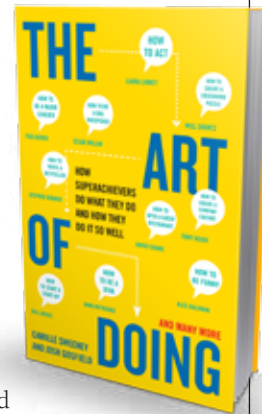
The Art of Doing

How Superachievers Do What They Do and How They Do It So Well

by **Camille Sweeney and Josh Gosfield**

January
Plume; \$16

Whether you’re just starting out on a quest to find your true calling, looking to improve your skills, or ready to reinvigorate, reinvent or jump-start your entrepreneurial venture, this refreshing collection of practical advice from three dozen successful superachievers is the perfect primer and motivator. Authors Camille Sweeney and Josh Gosfield interviewed a distinguished group of successful folk and distilled each interview into 10 important points. These superachievers cover a delightfully diverse array of pursuits, from how to produce a Broadway hit to negotiating a hostage crisis to a modern take on how to win friends and influence people. Famed culinary darling David Chang offers his best advice on “How to Open a Great Restaurant (and Stay in Business),” while crisis public relations guru Michael Sitrick reveals “How to Rehabilitate a Bad Reputation,” and PIMCO’s Bill Gross shares his secrets on “How to Start a Startup.” This book is like eavesdropping at a dinner party, which is exactly what the authors intended.



Your Survival Instinct Is Killing You

Retrain Your Brain to Conquer Fear, Make Better Decisions and Thrive in the 21st Century

by **Marc Schoen, Ph.D.**

March
Hudson Street Press; \$25.95

Stress. It’s a small word that packs a big punch. And our ability to handle it seems to be diminishing, says Marc Schoen, an assistant clinical professor of medicine at the UCLA Geffen School of Medicine. Schoen, author of *When Relaxation Is Hazardous to Your Health*, explains why our limbic system, the area of the brain that triggers the fight-or-flight response, is in overdrive and how we can dial it back to a manageable, civilized level. With minimal medical jargon, Schoen explains the relationship between our “inner survivalist” and the external forces that lead to overstimulation and agitation. For example, one effective way to control anxiety is to exercise our “Discomfort Muscles,” so we’re better able and more accustomed to tolerating uncomfortable situations. To that end, Schoen provides exercises and techniques to tame the anxiety monster and the mayhem it causes. Relief is in sight.

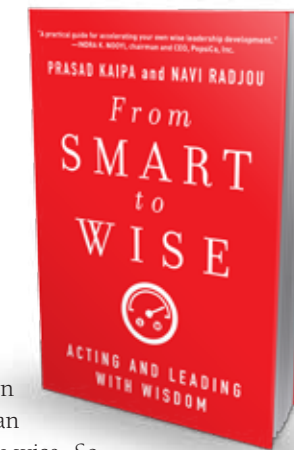
From Smart to Wise

Acting and Leading with Wisdom

by **Prasad Kaipa and Navi Radjou**

March
Wiley; \$27.95

Intuitively, we know there’s a difference between intelligence and wisdom. We know that a person can be extremely intelligent without being particularly wise. So how does a smart leader develop his inner King Solomon? In their new book, Prasad Kaipa, a CEO adviser and coach, and Navi Radjou, a strategy consultant and fellow at Judge Business School, University of Cambridge, identify six “areas of capability” that all leaders exhibit. These areas are perspective, action orientation, role clarity, decision logic, fortitude and motivation. The difference between smart and wise leaders, the authors contend, is how they approach or exercise these capabilities. Wise men and women don’t look at the world through rose-colored glasses and aren’t “likely to be attached to any ideology,” they write. *From Smart to Wise* lays out a path to wisdom that borrows from spiritual and secular concepts. Although the turns and twists are sometimes confusing, the authors present an intriguing approach to leadership in the 21st century.



The Happiness Advantage

Book, Workbook and CD Set

by **Shawn Achor**

January
SUCCESS Partners; \$49.99

Judy Garland’s character in the *Wizard of Oz* got it wrong when she thought happiness lay unattainably “over the rainbow,” Shawn Achor argues in his first literary effort, 2010’s *The Happiness Advantage*. Citing studies he and Harvard colleagues conducted that revealed proven habits for boosting contentment, Achor maintains happiness—because it improves motivation and brain function—leads to success, not the other way around, as is commonly assumed. While explaining each technique neurologically, Achor avoids the language of academia, keeping this 210-page book digestible. Re-released this year, the original book is available as part of a boxed set, with a 70-minute audio CD featuring well-known achievers explaining their own paths to happiness, and a terrific paperback workbook that coaches readers on adopting the elemental habits of happiness. The workbook’s 21-day challenge is designed to increase self-worth, creativity and gratitude, and to make them second nature. In the process, the individual can redirect stress and negativity into something more useful.

—Josh Ellis



Blindspot

Hidden Biases of Good People

by **Mahzarin R. Banaji and Anthony G. Greenwald**

February
Delacorte; \$27

Anyone who’s taken a standardized test has probably encountered a “mindbug,” a kind of visual or cognitive dissonance that alters the way we interpret information. A prime example is that ubiquitous “which geometric shape is bigger than the others” question. We perceive that one figure is bigger based on faulty thinking, when in fact all are equal. That’s a mindbug. In our daily lives, mindbugs can play a more onerous role, influencing our unconscious or subconscious attitudes toward certain people, races and ethnic groups. In *Blindspot*, Harvard professor and psychologist Mahzarin R. Banaji and University of Washington sociologist Anthony G. Greenwald invite readers to take a series of tests designed to reveal the buried biases that belie our conscious convictions. The results of these tests will probably surprise and perhaps dismay readers who firmly believe they are free of racial and ethnic stereotyping and intolerance. The authors admit they have no antidote for these mindbugs, but surely the first step is to bravely face our biases so we can begin to alter our conscious responses.