



TEAM ACADEMY'S 70 EXCELLENT BOOKS

Team Academy's 70 field-tested business books from the domains of learning, community and teamwork, entrepreneurship, leadership, marketing, innovation and personal development in Top Ten Lists

Adapted from Johannes Partanen's Entrepreneur's and Coach's Best Books List 2005-2006
(Yrittäjän ja valmentajan Parhaat Kirjat –valintaopas 2005-2006)

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TOP TEN LITERATURE IN LEARNING DOMAIN

The following list contains ten excellent books on learning. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

The first book on the list is the easiest and the last book is the most demanding one. It is recommended that you start from the first and proceed in order towards the last one.

The number in parenthesis indicates the book's "literature point number". The number varies from one to three. One refers to an easy book, two to medium difficulty level and three to the most demanding. The difficulty level is based both on the work needed to apply the book's ideas into practice and theoretical difficulty. In Team Academy each BBA student reads total of 120 literature points during his/her studies by choosing them from seven different domains.

Some of the books are different from the original Team Academy's Top Ten Book list because some of the original books are Finnish ones and there are translated no versions of them. These books have been replaced in this list with similar English-written books.

Key themes: diversity, learning modalities, setting learning goals, emotional intelligence (metaemotions), learning organizations, building coaching programs and learning tools

1. Prashnig, Barbara: The Power Of Diversity (2)
2. Dryden, Gordon & Vos, Jeanette: The Learning Revolution (2)
3. Murphy, Joseph: The Power of Your Subconscious Mind (2)
4. Goleman, Daniel: Working with Emotional Intelligence (3)
5. Quinn, Daniel: Ismael (2)
6. Senge, Peter: The Fifth Discipline (3)
7. Mirvis, Philip & Ayeas, Karen & Roth, George: To the Desert and Back (3)
8. Marquardt, Michael: Building the Learning Organization (3)
9. Mintzberg, Henry: Managers not MBAs (3)
10. Cunnigham, Ian: The Wisdom of Strategic Learning (3)



TOP TEN LITERATURE IN COMMUNITY DOMAIN

The following list contains ten excellent books on communities and teamwork. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

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Key themes: one's role in a community/team, leading teams, building and coaching teams, using dialogue in team learning, building networks

1. Morgan, Marlo: *Mutant Message Down Under* (1)
2. Kyle, Mackenzie: *Making it Happen* (2)
3. Riley, Pat: *The Winner Within* (3)
4. Huszczo, Gregory: *Tools for Team Excellence* (2)
5. Isaacs, William: *Dialogue* (3)
6. Lipman-Blumen, Jean & Leavitt, Harold: *Hot Groups* (3)
7. Bennis, Warren & Biederman, Patricia: *Organizing Genius* (2)
8. Katzenbach, Jon & Smith, Douglas: *The Discipline of Teams* (2)
9. Katzenbach, Jon: *Peak Performance* (3)
10. Wenger, Etienne & McDermott, Richard & Snyder, William: *Cultivating Communities of Practice* (3)



TOP TEN LITERATURE IN ENTREPRENEURSHIP DOMAIN

The following list contains ten excellent books on entrepreneurship. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

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Key themes: bibliographies of inspiring entrepreneurs, inspiration, motivation, personal vision

1. Lager, Fred: Ben & Jerry's – The Inside Scoop (2)
2. Bridges, William: Creating You & Co. (2)
3. Stone, Irving: The Agony and the Ecstasy – A Biographical Novel of Michelangelo (3)
4. Kotter, John: Matsushita Leadership (3)
5. Collins, James & Porras, Jerry: Built to Last (3)
6. Roddick, Anita: Business as Usual (3)
7. Dell, Michael: Direct from Dell (2)
8. DeGeus, Arie: The Living Company (2)
9. Csikszentmihalyi, Mihaly: Good Business (2)
10. Pirsig, Robert: Zen and The Art of Motorcycle Maintenance (3)



TOP TEN LITERATURE IN LEADERSHIP DOMAIN

The following list contains ten excellent books on leadership and management. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

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Key themes: ethics, responsibility, courage, manager's tools, time management, change leadership, motivating others, understanding one's context of operation, building effective leadership programs

1. Keshavan, Nair: A Higher Standard of Leadership (2)
2. Drucker, Peter: The Effective Manager (2)
3. Covey, Stephen: First Things First (3)
4. Drucker, Peter: The Essential Drucker (2)
5. Kotter, John: Leading Change (2)
6. Kouzes, James & Posner, Barry: The Leadership Challenge (3)
7. Morgan, Gareth: Images of Organization (3)
8. Mintzberg, Henry & Ahlstrand, Bruce & Lampel, Joseph: Strategy Safari (2)
9. Vicere, Albert & Fulmer, Robert: Leadership by Design (3)
10. Bennis, Warren & Spreitzer, Gretchen & Cummings, Thomas (ed): The Future of Leadership (3)



TOP TEN LITERATURE IN MARKETING DOMAIN

The following list contains ten excellent books on marketing and customer relationships. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

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Key themes: customer service, sales, practical marketing ideas, building and leading brand, experiences

1. Raphael, Murray & Raphael, Neil: Up the Loyalty Ladder – Turning Sometime Customers into Full-Time Advocates of Your Business (2)
2. Gitomer, Jeffrey: The Sales Bible (3)
3. Tasca, Bob: You Will Be Satisfied (2)
4. Spoelstra, Jon: Ice to the Eskimos (2)
5. Ries, Al & Trout, Jack: Positioning (2)
6. Gad, Thomas: 4-D Branding (2)
7. Wiersema, Fred: Customer Intimacy (2)
8. Pine II, Joseph & Gilmore, James: Experience Economy (3)
9. Ind, Nicholas: Living the Brand (2)
10. McDonald, Malcom & Martin, Christopher & Know, Simon & Payne, Adrian: Creating a Company for Customers (3)



TOP TEN LITERATURE IN INNOVATION DOMAIN

The following list contains ten excellent books on innovation and creativity. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

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Key themes: adapting to change, creativity tools, innovation, knowledge management and creation

1. Johnson, Spencer: Who Moved My Cheese? (1)
2. Himanen, Pekka: The Hacker Ethic (2)
3. De Bono, Edward: Six Thinking Hats (1)
4. Hamel, Gary: Leading the Revolution (3)
5. Ramirez, Rafael: Prime Movers (2)
6. Johansson, Frans: The Medici Effect (3)
7. Christensen, Clayton: The Innovator's Dilemma (3)
8. Normann, Richard: Re-Framing Business (3)
9. Robinson, Ken: Out of Our Minds – Learning to be Creative (3)
10. Nonaka, Ikujiro & Takeuchi, Hirotaka: The Knowledge Creating Company (3)



TOP TEN LITERATURE IN PERSONAL DEVELOPMENT DOMAIN

The following list contains ten excellent books on personal development. They have been chosen on the basis of practicality and suitability in the context of entrepreneurial education and action. This list is based on Team Academy's Head-Coach Johannes Partanen's recommendations.

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Key themes: transforming dreams into visions and action, happiness and well-being, philosophy, introspection, global thinking

1. Bach, Richard: Jonathan Livingston Seagull (1)
2. Coelho, Paulo: Warrior of Light – a Manual (1)
3. Dalai-Lama: The Art of Happiness (3)
4. De Mello, Anthony: Awareness (2)
5. Jaworski, Joseph: Synchronicity (2)
6. Bly, Robert: Iron John – A Book About Men (2)
7. De Mello, Anthony: Song of the Bird (1)
8. Meister, David: True Professionalism (2)
9. Screen. J.E.O: Mannerheim (3) *
10. Bryson, Bill: A Short History of Nearly Everything (3)

** Note: Title number 9, "Mannerheim", is a book about one of the influential politicians and military generals in the Finland's history of independence. The book is very good in the context of Finnish culture. You should choose yourself a bibliographical book that is appropriate in your cultural environment. The idea is to understand one's native country's history and one's cultural roots.*