

Business titles from *The New York Times*™ Best Seller list Books available at Ford Library - Place your hold today!



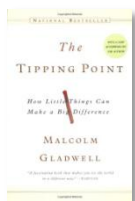
[TAKING PEOPLE WITH YOU](#)

by David Novak
How to make big things happen
by getting people on your side.
HD57.7 N684 2011



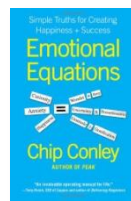
[HOW](#)

by Dov Seidman
It is no longer what you do to
achieve success but how you do
what you do.
HC106.84 S23 2011



[THE TIPPING POINT](#)

by Malcolm Gladwell
How and why certain products and
ideas become fads.
HM1033 .G53 2000
Also available as [audiobook on CD](#)



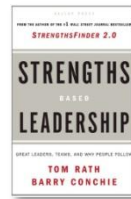
[EMOTIONAL EQUATIONS](#)

by Chip Conley
Formulas to help you concentrate
on the areas of life that you can
control.
BF561 .C642 2012



[THE CHECKLIST MANIFESTO](#)

by Atul Gawande
A simple way to manage
complexity.
RA399 .A1 G39 2010
Also available as [audiobook on CD](#)



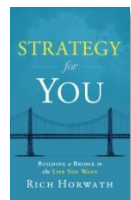
[STRENGTHS-BASED LEADERSHIP](#)

by Tom Rath and Barry Conchie
Three keys to being a more
effective leader.
HM261 R38 2008



[LEAN STARTUP](#)

by Eric Ries
An approach to creating start-up
companies inspired by lean
manufacturing methods.
HD62.5 R545 2011



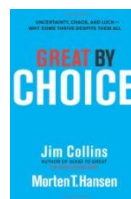
[STRATEGY FOR YOU](#)

by Richard Horwath
A business strategist's five-step
plan for building a bridge to the
life you want.
BF637 .S4 H67 2012



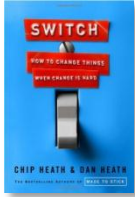
[ENTRELEADERSHIP](#)

by Dave Ramsey
Practical advice for growing your
business.
HD 57.7 R365 2011
Also available as [audiobook on CD](#)



[GREAT BY CHOICE](#)

by Jim Collins and Morten T.
Hansen
The characteristics of companies
that succeed in hard times.
HF5386 .C736 2011
Also available as [audiobook on CD](#)



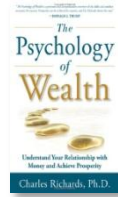
SWITCH

by Chip Heath and Dan Heath
How everyday people can effect transformative change at work and in life.

BF637 .C4 H43 2010

Also available as [audiobook on CD](#)

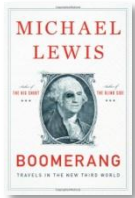
Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



PSYCHOLOGY OF WEALTH

by Charles Richards
A clinical psychologist sees determining our relationship with money as an important step to financial success.

HG222.3 R53 2012



BOOMERANG

by Michael Lewis
A look at some of the places – Greece, Ireland, Iceland – hardest hit by the financial collapse of 2008, and how it happened.

HB 3717 2008 .L49 2011

Also available as [eBook](#) and [audiobook on CD](#)

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



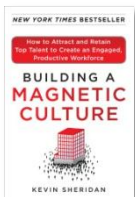
THE BIG SHORT

by Michael Lewis
The people who saw the real estate crash coming and made billions from their foresight.

HC106.83 .L5 2010

Also available as [eBook](#) and [audiobook on CD](#)

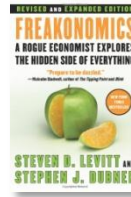
Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



BUILDING A MAGNETIC CULTURE

by Kevin Sheridan
Creating an environment in which employees can thrive.

HF5549 .S552 2012



FREAKONOMICS

by Steven D. Levitt and Stephen J. Dubner

A maverick scholar and a journalist apply economic theory to everything from cheating sumo

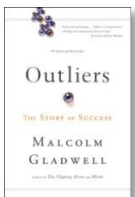
wrestlers to the falling crime rate.

HB74 .P8 L479 2005

Also available as [audiobook on CD](#), as an [eBook](#)

and as a [film on DVD](#)

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hours notice.



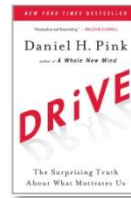
OUTLIERS

by Malcolm Gladwell
Why some people succeed – it has to do with luck and opportunities as well as talent.

BF637.58 G533 2008

Also available as [eBook](#) and [audiobook on CD](#)

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



DRIVE

by Daniel H. Pink
A look at what truly motivates us, and how we can use that knowledge to work smarter and live better.

BF503 .P475 2009

Also available as [audiobook on CD](#)

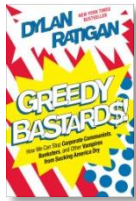
Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



MONEY CLASS

by Suze Orman
The noted personal financial adviser offers a reconsideration of the American dream.

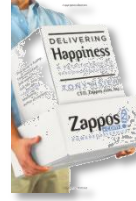
HG179 .O75764 2011



[GREEDY BASTARDS](#)

by Dylan Ratigan
The host of MSNBC’s “Dylan Ratigan Show” proposes solutions to problems of banking, education, health care and

dependence on foreign oil.
HC106.84 R38 2012



[DELIVERING HAPPINESS](#)

by Tony Hsieh
Lessons from business (pizza place, worm farm, Zappos) and life.

HF5386 H864 2010

Also available as [audiobook on CD](#)



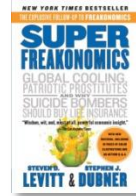
[BACK TO WORK](#)

by Bill Clinton
The former president argues that cooperation between the private sector and government is necessary to restore prosperity.

HC106.84 .C55 2011

Also available as [audiobook on CD](#)

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



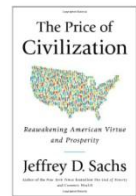
[SUPERFREAKONOMICS](#)

by Steven D. Levitt and Stephen J. Dubner

How to apply economic theory to everything: the sequel.

HB74 .P8 L4797 2009

Also available as [eBook](#) and [audiobook on CD](#)



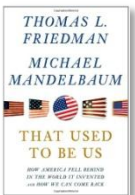
[PRICE OF CIVILIZATION](#)

by Jeffery D. Sachs
Reclaiming the values of fairness and foresight to help restore American prosperity.

HC106.84 S23 2011

Also available as [audiobook on CD](#)

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice

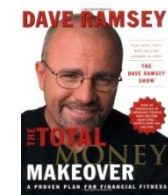


[THAT USED TO BE US](#)

by Thomas L. Friedman and Michael Mandelbaum
How America fell behind in the world it invented, and how it can come back.

BF408 .F747 2011

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice

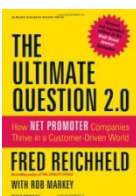


[THE TOTAL MONEY MAKEOVER](#)

by Dave Ramsey
Debt reduction and fiscal fitness for families, by the radio talk-show host.

HG179 R31563 2003

Also available as [audiobook on CD](#)

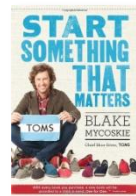


[ULTIMATE QUESTION 2.0](#)

by Fred Reichheld with Rob Markey
A blueprint for business growth based on a metric for customer loyalty and promotion.

HF5415.5 R439 2011

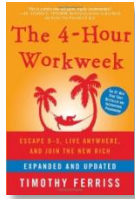
Also available as [audiobook on CD](#)



[START SOMETHING THAT MATTERS](#)

by Blake Mycoskie
The founder of Toms Shoes gives life and entrepreneurial tips.

HF5414 M93 2011

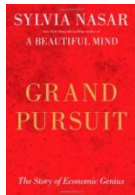


[4-HOUR WORK WEEK](#)

by Timothy Ferriss
Reconstructing your life so that it isn't all about work.

HD6955 .F435 2007

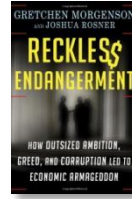
Also available as [audiobook on CD](#)



[GRAND PURSUIT](#)

by Sylvia Nasar
The making of modern economics, told through the lives of economists, by the author of *A Beautiful Mind*.

Also available as [audiobook on CD](#)



[RECKLESS ENDANGERMENT](#)

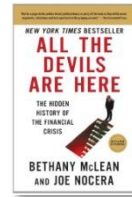
by Gretchen Morgenson and Joshua Rosner

This account of the Wall Street implosion highlights individuals who played crucial roles of

responsibility.

HG2040.5 .U5 M58 2011

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice



[ALL THE DEVILS ARE HERE](#)

by Bethany McLean and Joe Nocera

Two business journalists examine the financial crisis of 2008.

HB3717 2008 M35 2010

Additional copies in Duke Libraries may be sent to the Ford Library with 24 hour notice