



Strategic Thinking: Suggested Readings

Grown Up Digital by Don Tapscott (2009)
Dear Mr. Buffet: What an Investor Learns 1,269 Miles from Wall Street by Janet M. Tavakoli (2009)
Chain of Blame: How Wall Street Caused the Mortgage and Credit Crisis by Paul Muolo and Mathew Padilla (2009)
The Ascent of Money by Niall Ferguson (2008)
Hot Flat and Crowded by Thomas Friedman
The Best Service is No Service by Bill Price and David Joff (2008)
The Big Switch by Nicholas Carr (2008)
True Enough by Farhad Manjoo (2008)
House Lust by Daniel McGinn (2008)
A Whole New Mind by Daniel H. Pink (2007)
Nuts by Kevin & Jackie Freiberg (2007)
Microtrends by Mark J. Penn (2007)
The Elegant Solution by Matthew E. May (2007)
Change or Die by Alan Deutschman (2007)
Made to Stick by Chip Heath and Dan Heath (2007)
Wikinomics by Don Tapscott and Anthony D. Williams (2006)
The Perfect Thing by Steven Levy (2006)
Satisfaction by Chris Denove and James D. Power IV (2006)
The Treasure Hunt by Michael Silverstein (2006)
The World is Flat by Thomas Friedman (2005)
Blink: The Power of Thinking Without Thinking by Malcolm Gladwell (2005)
La Nueva California: Latinos in the Golden State by David E. Hayes-Baustista (2004)
Team of Rivals: The Political Genius of Abraham Lincoln by Doris K. Goodwin (2003)
Trading Up by Michael Silverstein and Neil Fiske (2003)
Inevitable Surprises by Peter Schwartz (2003)
Customer Experience Management by Bernd H. Schmitt (2003)
The Heart of Change by John P. Kotter and Dan S. Cohen (2002)
Next Generation Real Estate by J. Lennox Scott (2002)
Good to Great by Jim Collins (2001)
The Tipping Point by Malcolm Gladwell (2000)
Irrational Exuberance by Robert Shiller (2000)
Dow 100,000: Fact or Fiction by Charles Kadlec (1999)
The Eight New Rules of Real Estate by John Tucillo (1999)
Who Moved my Cheese? by Spencer Johnson (1998)
Unleashing the Killer App by Larry Downes and Chunka Mui (1998)
The Digital Economy by Don Tapscott (1996)
Sacred Cows Make the Best Burgers by Robert Kriegel (1996)
TechnoTrends by Daniel Burrus (1993)
Control Your Destiny or Someone Else Will by Noel Tichy (1992)
The Art of The Long View by Peter Schwartz (1991)
Six Thinking Hats by Edward de Bono (1985)