

Excellence. NO EXCUSES!

Excerpt:

**HIT THE
BOOKS.
HARD.**

Tom Peters

29 May 2014

Hit the Books. **HARD.**

“If I had to pick one failing of CEOs, it’s that they don’t read enough.”

—Co-founder of one of the world’s largest and successful investment services firms in the USA/world (from a dinner discussion—November 2013)

Some Stuff to Read NOW:
**The (Utterly Insane*) (*And Getting
Evermore Insane) New World Order**

Let me be clear. This is my recent reading list ... **for me.** There *is* rhyme and reason to it—it's an effort to try to at least stay close to the hyper-changing action. But it is **NOT** a systematic “best of” ... in any way, shape, or form.

Race Against The Machine: How the Digital Revolution Is Accelerating Innovation, Driving Productivity, and Irreversibly Transforming Employment and the Economy—Eric Brynjolfsson & Andrew McAfee

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies—Erik Brynjolfsson & Andrew McAfee

The Soft Edge: Where Great Companies Find Lasting Success—Rich Karlgaard

Average Is Over: Welcome to the Hyper-Meritocracy—Tyler Cowen

Big-Bang Disruption: A New Kind of Innovator Can Wipe Out Incumbents in a Flash—Larry Downes & Paul Nunes

The Crowdsourced Performance Review: How to Use the Power of Social Recognition to Transform Employee Performance—Eric Mosley

Addiction by Design: Machine Gambling In Las Vegas—Natasha Dow Schüll

Antifragile: Things That Gain from Disorder—Nassim Nicholas Taleb

Automate This: How Algorithms Came to Rule Our World—Christopher Steiner

Big Data: A Revolution That Will Transform How We Live, Work, and Think—Viktor Mayer-Schönberger & Kenneth Cukier

Conscious Capitalism: Liberating the Heroic Spirit of Business—John Mackey & Raj Sisodia

Enough. True Measures of Money, Business, and Life—John Bogle

Creation: How Science Is Reinventing Life Itself—Adam Rutherford

Amped—Daniel Wilson

Employees First, Customers Second: Turning Conventional Management Upside Down—Vineet Nayar

Everything Bad Is Good For You: How Today's Popular Culture Is Actually Making Us Smarter—Steven Johnson

Extra Lives: Why Video Games Matter—Tom Bissell

Fab: The Coming Revolution on Your Desktop—from Personal Computers to Personal Fabrication—Neil Gershenfeld

Fast Future: How the Millennial Generation Is Shaping Our World—David Burstein
The Filter Bubble: What the Internet Is Hiding From You—Eli Pariser
For the Win: How Game Thinking Can Revolutionize Your Business
—Kevin Werbach & Dan Hunter
The Gamification Revolution: How Leaders Leverage Game Mechanics to Crush the Competition—Gabe Zichermann & Joselin Linder
How to Create a Mind: The Secret of Human Thought Revealed—Ray Kurzweil
Join the Club: How Peer Pressure Can Transform the World—Tina Rosenberg
Knowledge and Power: The Information Theory of Capitalism and How It Is Revolutionizing Our World—George Gilder
The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses—Eric Ries
Loyalty 3.0: How Big Data and Gamification Are Revolutionizing Customer and Employee Engagement—Rajat Paharia
Makers: The New Industrial Revolution—Chris Anderson
Minecraft: The Unlikely Tale of Markus “Notch” Persson and the Game That Changed Everything—Daniel Goldberg & Linus Larsson
Models Behaving Badly: Why Confusing Illusion with Reality Can Lead to Disaster on Wall Street and in Life—Emanuel Derman
Better, Stronger, Faster: The Myth of an American Decline ... and the Rise of a New Economy—Daniel Gross
Numbersense: How to Use Big Data to Your Advantage—Kaiser Fung
Open Services Innovation: Rethinking Your Business to Grow and Compete in a New Era—Henry Chesbrough
The Org: The Underlying Logic of the Office—Ray Fisman & Tim Sullivan
The Power of Co-Creation: Build It with Them to Boost Growth, Productivity, and Profits—Venkat Ramaswamy & Francis Gouillart
Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die
—Eric Siegel
Present Shock: When Everything Happens Now—Douglas Rushkoff
Quiet: The Power of Introverts in a World That Can’t Stop Talking—Susan Cain
Reality Is Broken: Why Games Make Us Better and How They Can Change the World—Jane McGonigal
Women and Gaming: The Sims and 21st Century Learning—James Paul Gee & Elisabeth Hayes
Writing on the Wall: Social Media—the First 2,000 Years—Tom Standage
The Everything Store: Jeff Bezos and the Age of Amazon—Brad Stone
Rewire: Digital Cosmopolitans in the Age of Connection—Ethan Zuckerman
Robot Futures—Illah Reza Nourbakhsh
The Rise of the Creative Class—Richard Florida
The Singularity Is Near: When Humans Transcend Biology—Ray Kurzweil

The Shareholder Value Myth: How Putting Shareholders First Harms Investors, Corporations, and the Public—Lynn Stout

The Signal and the Noise: Why So Many Predictions Fail—But Some Don't
—Nate Silver

Smart Business, Social Business: A Playbook for Social Media in Your Organization
—Michael Brito

Social Business By Design: Transformative Social Media Strategies for the Connected Company—Dion Hinchcliffe & Peter Kim

The Social Employee: How Great Companies Make Social Media Work
—Cheryl Burgess & Mark Burgess

The Social Organization: How to Use Social Media to Tap the Collective Genius of Your Customers and Employees—Anthony Bradley & Mark McDonald

The Social Conquest of Earth—Edward O. Wilson

Taming the Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics—Bill Franks

Thinking, Fast and Slow—Daniel Kahneman

Predictably Irrational: The Hidden Forces That Shape Our Decisions—Dan Ariely

To Save Everything, Click Here: The Folly of Technological Solutionism
—Evgeny Morozov

Tubes: A Journey to the Center of the Internet—Andrew Blum

Virus of the Mind: The New Science of the Meme—Richard Brodie

The Meme Machine—Susan Blackmore

Memetics: Memes and the Science of Cultural Evolution—Tim Tyler

The Smart Swarm: How Understanding Flocks, Schools, and Colonies Can Make Us Better at Communicating, Decision Making, and Getting Things Done—Peter Miller

Wait: The Art and Science of Delay—Frank Partnoy

Wired For War: The Robotics Revolution and Conflict in the 21st Century
—P.W. Singer

You Are Not a Gadget: A Manifesto—Jaron Lanier

Youtility: Why Smart Marketing is about Help not Hype—Jay Baer

The Rise of the Expert Company—How Visionary Companies Are Using Artificial Intelligence to Achieve Higher Productivity and Profits—Edward Feigenbaum, Pamela McCorduck, and Penny Nii

Redesigning Humans: Choosing Our Genes, Changing Our Future—Gregory Stock

Wetware: A Computer in Every Living Cell—Dennis Bray

Worm: The First Digital World War—Mark Bowden

The Department of Mad Scientists: How DARPA Is Remaking Our World, from the Internet to Artificial Limbs—Michael Belfiore

The Coming Jobs War—Jim Clifton

Future Perfect: The Case for Progress in a Networked Age—Steven Johnson

Not For Profit: Why Democracy Needs the Humanities—Martha Nussbau

Some (Other) (Very Good) Stuff to Read: Mostly New, All Eternal Verities

Better By Mistake: The Unexpected Results of Being Wrong—Alina Tugend
Being Wrong: Adventures in the Margin of Error—Kathryn Schulz
The Collaborative Habit: Life Lessons For Working Together—Twyla Tharp & Jesse Kornbluth
The Cost of Bad Behavior: How Incivility Is Damaging Your Business and to Do About It—Christine Pearson & Christine Porath
Choosing Civility: The Twenty-five Rules of Considerate Conduct—P.M. Forni
Creative Confidence: Unleashing the Creative Potential Within Us All—Tom Kelley & David Kelley
Crucial Confrontations: Tools for Resolving Broken Promises, Violated Expectations, and Bad Behavior—Kerry Patterson, Joseph Grenny, Ron McMillan & Al Switzler
Crucial Conversations: Tools for Talking When Stakes Are High—Kerry Patterson, Joseph Grenny, Ron McMillan & Al Switzler
Fierce Conversations: Achieving Success at Work and in Life, One Conversation at a Time—Susan Scott
Listening Pays: Achieve Significance Through the Power of Listening
—Rick Bommelje
Power Listening: Mastering the Most Critical Skill of All—Bernard Ferrari
Flow: The Psychology of Optimal Experience—Mihaly Csikszentmihalyi
Fooled By Randomness: The Hidden Role of Change in Life and in the Markets
—Nassim Nicholas Taleb
Helping: How to Offer, Give, and Receive Help—Edgar Schein
How to Win Friends and Influence People—Dale Carnegie
Influence: The Psychology of Persuasion—Robert Cialdini
The Leader Who Had No Title: A Modern Fable on Real Success in Business and in Life—Robin Sharma
Management Lessons From Mayo Clinic: Inside One of the World's Most Admired Service Organizations—Leonard Berry & Kent Seltman
Practice Perfect: 42 Rules for Getting Better at Getting Better—Doug Lemov, Erica Woolway, and Katie Yezzi
Turn the Ship Around!: How to Create Leadership at Every Level—David Marquet
What You Can Change And What You Can't: The Complete Guide to Successful Self-Improvement—Martin Seligman
The Little Book of Talent: 52 Tips for Improving Your Skills—Daniel Coyle
The Power of Positive Deviance: How Unlikely Innovators Solve the World's Toughest Problems—Richard Pascale, Jerry Sternin & Monique Sternin
Retail Superstars: Inside the 25 Best Independent Stores in America
—George Whalin
Lords of Strategy: The Secret Intellectual History of the New Corporate World—Walter Kiechel