

CATEGORY: CHANGE MANAGEMENT

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	CM 1.1	Managing At The Speed Of Change	Daryl R. Conner	This book provides meaningful insights into change dynamics and useful guidelines on change implementation. Not only does it give professionals a structured as well as a very practical approach to change; it also deals with human behaviours, feelings and emotions.
2	CM 1.2	The Dance Of Change	Peter Senge	This book reveals that business leaders can work together to anticipate the challenges that profound change will ultimately force the organisation to change. Readers will in-turn learn to build personal and organisational capabilities needed to meet these challenges.
3	CM 1.3	Leading Change	John P. Kotter	This book provides the vicarious experience and positive role models for leaders to emulate. It identifies an eight-step process that every company must go through to achieve its goal, and show where and how –good people- often derail.
4	CM 1.4	The Change Handbook	Peggy Holman	This book is about effective change, describing change methods that are based on two powerful foundation assumptions: high involvement and a systemic approach to improvement.

CATEGORY: EMOTIONAL ORGANISATION

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	EO 1.1	The Joy of Working	Denis Waitley	This book offers a unique 30-day method for developing and sustaining a positive outlook on life and work. It offers insights and attitudes that can unlock the potential in each person to turn individual ideals of success, wealth and happiness into reality.
2	EO 1.2	Practical Intelligence	Roger Peter	In this book, the author focuses on leadership, skills, people smarts, verbal and written communication, logical and mathematics intelligence, intuition and creativity, and he examines how successful managers in a wide variety of occupations use these differing abilities to the benefit of their companies.
3	EO 1.3	Management Tools for Educational Managers	Allan Walker	This book provides ideas and thought-provoking materials to help managers become more analytic and forward looking.
4	EO 1.4	Gifts Differing	Isabel Briggs Myers	This book explains the essential personality traits described by the MBTI and their practical significance in your daily life. Drawing on concepts originated by Carl Jung, this book distinguished four categories of personality traits and shows how these qualities determine the way one perceive the world.
5	EO 1.5	Truth Zone	Ward Flynn	“Truth Zone” provides tools to help anyone, at any level of an organisation, transform their workplace into a more productive, collaborative and congenial environment.
6	EO 1.6	Trust and Betrayal in the Workplace	Dennis S. Reina	This book details a proven model to help leaders; employees and their organisations acknowledge betrayal, solidly recover from it and rebuild trust. It clearly explains the dynamics of trust and real life examples illustrate trust building principles and practices at work.
7	EO 1.7	The Book of Five Rings	Miyamoto Musashi	This book offers insight in the Japanese approach to business strategy. It analyses the process of struggle and mastery over conflict that underlies every level of human interaction.

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8	EO 1.8	Thick Face Black Heart	Chin Ning Chu	In this book, the author explains the natural law that unites spiritual behaviour with absolute achievement. It shows how to utilise the incredible positive force hidden within us all- and unleashes its awesome power.
9	EO 1.9	Gung Ho	Ken Blanchard	Through the inspirational story of business leaders Peggy Sinclair and Andy Longclaw, the authors reveal the secret of Gung Ho- a revolutionary technique to boost enthusiasm and performance and usher in astonishing results for any organisations.
10	EO 2.1	Working Together	Olaf Isachsen	This book explains how and why some people can work and live together harmoniously and why some can't.
11	EO 2.2 EO 2.2A	Please Understand Me	David Keirse	In this book the authors will show you how to “abandon the Pygmalion project”, that endless and fruitless attempt to change the Other into a carbon copy of Oneself.
12	EO 2.3	Benchmarking Staff Performance	Jac Fitz Enz	In this book, the author explains how to apply benchmarking as a value-adding force in a comprehensive and systematic way. Offered are proven methods and systems for measuring tangible ‘before and after’ results of staff functions.
13	EO 2.4	Facilitation Skills for Team Leaders	Donald Hackett	In this book, the authors shows you clearly how to motivate workers and the way to go by doing that for example providing the tools or environment to ease the transformation from authoritarian to participatory work styles and thinking.
14	EO 2.5	The Dilbert Principle	Scott Adams	In twenty-six provocative, illustrated chapters, the author reveals the secrets of management in every company, including swearing your way to success, faking quality, business plans and etc.
15	EO 2.6	Beside Ourselves	Naomi L. Quenk	This book explores the hidden or unfamiliar side of personality, which surfaces when we are fatigued, ill, under stress, or otherwise “beside ourselves”.

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16	EO 2.7	Using Management Games	Chris Elgood	In this book, the author examines the characteristics and applications of the different types of management game. He explains the method by which each type assists the learning process and the situations for which it is suitable.
17	EO 2.8	Winning PR Tactics	Peter Sheldon Green	This book explains the best and most successful PR techniques. It demonstrates proven tactics, media relations and also provides ideas, hooks and gimmicks successfully used by professionals.
18	EO 2.9	Working With Emotional Intelligence	Daniel Goleman	In this book, the author analyses both the inner abilities that enable us to manage essential social strengths and ourselves. He also illustrates these strengths and the lack of them in some of the top corporations in the world today.
19	EO 3.1	Training Needs Analysis	Sharon Bartram	This book begins by discussing some of the fundamental areas of learning such as what we mean by skills, knowledge and abilities and relates these to various professions. This approach enables the reader to see how work practices change and new methods are implemented.
20	EO 3.2	The ASTD Trainer's Sourcebook	Dennis Kinlaw	This book gives the readers easy-to-personalise and ready-to-run workshops on the hottest topics in training.
21	EO 3.3	Business Driven Learning- The HRD Challenge	Singapore Institute of Management	This book summaries all the speeches spoken during the Asia Conference 1996 that took place at Raffles City Convention Centre Singapore.
22	EO 3.4 EO 3.4A EO 3.4B EO 3.4C	Do It and Understand	Christopher C. Roland	Beginning with focused discussions on experimental theory and methodology, this book highlights current trends and issues in quality design, application, transfer and evaluation, as well as international and multicultural training strategies affecting corporate development.

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23	EO 3.5	Pushing the Envelope All the Way to the Top	Harvey Mackay	This book teaches us to push the boundaries and oneself to maximum one's advantages. With the fun, the creativity and the challenges back in the business, this book is packed with triumphs, wit and wisdom gleaned from the author and the super-successful people he's learned from over the years.
24	EO 3.6	Executive EQ	Robert Cooper	This book shows the readers how they can develop and apply EQ in their workplace. The idea of Emotional Intelligence is sweeping the world but this is the book that tells the reader how to turn it to their advantage in business.
25	EO 3.7	People Types and Tiger Stripes	Gordon Lawrence	This book shows us how to develop and gain maturity within our basic way of processing experiences as well as gives us an explanation of how this behaviour shows up in everyday life, especially in learning and teaching.

CATEGORY: GLOBALISATION

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	GB 1.1	The ASTD Technical and Skills Training Handbook	Leslie Kelly	This book is filled with how-to information, task lists, resources, innovative training techniques and profiles of some of the best-run technical training departments in the world.
2	GB 1.2	Wisdom of the CEO	G. William Dauphinais	This book introduces 29 visionaries who are actively changing today's business paradigm. These top global business leaders will explain how they are confronting the eight key issues driving business today for e.g. Globalisation, Growth, E-Business, Innovation and etc.
3	GB 1.3	Race for the World	Lowell Bryan	In this book, the authors examine major risks and major opportunities lurk underneath the seemingly calm waters of global market. They explain how to deal with the sea changes of capital availability, digitised data information networks, intellectual property growth and one-price market.
4	GB 1.4	World of Risk	Mark Haynes Daniell	This book relates the multiple issues of potential danger in the world we lived in and sets a strategy for dealing with them. For any global corporation facing a period of dramatic change, this book provides a blueprint to build an entirely new and more successful, business model for the future.
5	GB 1.5	Managing with a Global Mindset	Jean-Pierre Jeannet	This book provides the skill sets required, to developing and mastering a global mindset. It takes a detailed look at the concept and contrasts it with other types of mindsets. It also delivers the knowledge to harness key competencies.

CATEGORY: GENERAL MANAGEMENT

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	GM 1.1	Patterns of Excellence	Danny Samson	Based on a global study of the world's best organisations, this book reveals the guiding principles that separate the best from the rest. The book's case studies provide illuminating analysis and practical guidance on implementing management structures.
2	GM 1.2	Theory of Constraints	Eliyahu M. Goldratt	This book allows the readers to find out what is the theory of constraints and how it should be implemented.
3	GM 1.3	Rethinking the Future	Rowan Gibson	This book looks at how organisations can be redesigned to survive and thrive in tomorrow's hyper-competitive global environment. It examines the changing role of the leader and the powerful influence of corporate culture as well as looks at the strategies for creating tomorrow's competitive advantages and tomorrow's markets.
4	GM 1.4	The Goal	Eliyahu M. Goldratt	This book provides brilliant simple solutions when what is really needed is the process that will enable management to generate such solutions on their own. It also highlights the problem of changing the nature of a company.
5	GM 1.5	The Circle of Innovation	Tom Peters	In this book, the author shows us how to transform every 'jobholder' into a fully-fledged businessperson. He will be presenting here a life-saving handbook- both provocative and practical- designed to turn any organisation into a perpetual innovation machine.
6	GM 1.6	The Fifth Discipline Fieldbook	Peter Senge	This book revolutionised the practice of management by introducing the theory of learning organisations. It shows how to create an organisation of learning where memories are brought to life, where collaboration is the lifeblood of every endeavour and where tough questions are fearlessly asked.

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7	GM 1.7	On Competition	Michael E. Porter	This book brings together for the first time, more than a dozen of Porter's articles. These essays assume a new impact and significance, with each piece augmenting Porter's rich perspective on competition.
8	GM 1.8	The Handbook of Strategic Expertise	Catherine Hayden	This book lucidly defines each central terms of strategic management, then critically evaluates the strategic concept behind it and provides one or more examples of how it is applied in actual business practice.
9	GM 1.9	Diffusion of Innovation	Everett M. Rogers	This book's coverage ranges from the elements of diffusion and the history of diffusion and the history of diffusion research to generators of innovation, change agents and the consequences of innovations.
10	GM 2.1	Mission Possible	Ken Blanchard	In this book, the authors offer answers that will bring hope, help and practical strategies to managers at every level of a business. It is rich with concepts, ideas and framework that will reveal why his ideas continue to influence the day to day management of people and companies in a way few others can match.
11	GM 2.2	Cross-Functional Teams	Glenn M. Parker	This book delivers a team-operating manual to executives, team leaders, human resources professionals and students of organisational behaviour. It provides a tool kit of assessment surveys, worksheets, checklist and sample training programs to help launch teams that soar.
12	GM 2.3	MBA Management Models	Sue Harding	This book collects 45 models, summarised in a standard format. Each entry contains a diagram of the model; the principles on which it's based; underlying assumptions; guidance on application, and relevant issues; related models and sources of further reference.

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13	GM 2.4	The World According to Peter Drucker	Jack Beatty	This book explores Drucker's controversial views on business, government, politics and the non-profit "Third Sector", and share his signpost thoughts on the future. It also reveals the crucial connections he forges between the realms of theory and practice.
14	GM 2.5	All the Right Moves	Constantinos C. Markides	This book offers concrete advice for thinking through the tough choices that all business strategists must face. It distils the important elements of strategy into an easy-to-follow system for crafting today's -and tomorrow's- breakthrough business strategies.
15	GM 2.6	Six Sigma	Mikel Harry	This book provides specific methods to re-create the process itself, so those defects are never produced in the first place. The authors have demonstrated how to make theory become practice at companies like Motorola, AlliedSignal etc.
16	GM 2.7	Managing Upwards	Jonathan Coates	In this book, the author questions the assumption that management is a downward process. He analyses what happens within the organisation and sets out ways in which managers can encourage involvement and creativity. Using case studies, he shows how the necessary structures and attitudes can be developed and the dangers of ignoring the problem.
17	GM 2.8	Critical Chain	Eliyahu M. Goldratt	This book, a business novel, will introduce you to the author's thinking processes, where he will provokes others to think. The author exhorts his readers to examine and reassess their business practices with a fresh new vision.
18	GM 2.9	The 75 Greatest Management Decisions Ever made	Stuart Crainer	This book is a pithy compendium that celebrates pinnacles of decision making that have shaped management through the ages and left their indelible impressions on business and society.

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19	GM 3.1	The Fifth Discipline	Peter M. Senge	In this book, the author draws the blueprints for an organisation where people expand their capacity to create the results they truly desire. The book lays the foundation for a true alternative to the authoritarian hierarchy.
20	GM 3.2	It's Not Luck	Eliyahu M. Goldratt	This book is a gripping fast paced novel that is transforming management thinking throughout the world.
21	GM 3.3	Sun Tzu: War and Management	Chow Hou Wee	This book successfully develops the analogy between the world of business and the world of war, and blends the application of military strategies with modern business practices.
22	GM 3.4	Managers and Mantras	Charlotte Butler	This book provides a rare insider's view of one company's search for simplicity and focus demanded by contemporary business thinking. It compiles an account of management under stress.
23	GM 3.5	Basic Project Management	Norma Michael	This book describes the phases and techniques of project management, and includes models, charts and diagrams that you can adapt to specific needs of your organisation.

CATEGORY: LEADERSHIP

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	LS 1.1	The Leadership Challenge	James M. Kouzes	This book captures the interest in leadership as a critical aspect of human organisations. Sharing engaging stories and their own keen insights, the authors have revised their award-winning exploration into fundamental aspects of leadership to reflect current challenges.
2	LS 1.2	Jack Welch and the Ge Way	Robert Slater	This book presents a remarkable corporate success saga and the extraordinary inside story of one of history's most brilliant business icons, with management insights and leadership secrets of the legendary CEO.
3	LS 1.3	The Leadership Engine	Noel M. Tichy	In this book, the author offers a major contribution to the understanding of how successful leadership works, but provides concrete, proven methods for leaders developing leaders in any company. In additional, this book provides hands-on development activities that one can use to improve one's own leadership ability and also those of others.
4	LS 1.4	Leadership and Values	James C. Sarros	This book is based on extensive research and interviews with some of Australia's top executives. The author highlights the importance of understanding and managing our personal 'values' and the impact and effect they have on our individual leadership styles, management objectives and ultimate career success.
5	LS 1.5	What Leaders Really Do	John P. Kotter	This book is an astute assessment of the real work of leaders, teaching readers how to become more effective leaders as they explore pressing issues such as power, influence, dependence and strategies for change.
6	LS 1.6	Martin Luther King, Jr. on Leadership	Donald T. Phillips	This book examines the choices that Martin Luther King, Jr. made, the people he trusted and the methods he used to turn a small crusade into a movement -and change history forever.

CATEGORY: LEADERSHIP

7	LS 1.7	High Performance Leadership	Philip R. Harris	This book supplies guidance and proven strategies for managers called upon to assume human resource management duties. Using the concepts and techniques that the author pioneered in his 25 years as a top management consultant, he explains how to create a high-performance work environment, motivate and teach employees and much more.
8	LS 1.8	Credibility	James M. Kouzes	This book is a personal, inspiring and genuine guide to helping us all understand the fundamental importance of credibility for building personal and organisational success and for fostering trust within our work, family and community.
9	LS 1.9 LS 1.9A	The Leader of the Future	Frances Hesselbein	This book is about the future quality of our lives, our business, our organisations, our society and the leadership required to move us into the exciting unknown. Each author offers a special perspective on leadership, a unique glimpse into the future, and together their thinking forms a treasure trove of insight and knowledge.
10	LS 2.1	Reflections on Leadership	Larry C. Spears	This book demonstrates the scope of Greenleaf's impact on contemporary management theory and offers key essays by Greenleaf and his leading business and intellectual disciples.
11	LS 2.2	The Leadership Moment	Michael Useem	This book consists of nine true dramatic accounts of unusual people dealing with a wide variety of formidable problems. Besides focusing on just behaviours, skills and tactics, this book shines a light on the light, soul and the spiritual side of leadership.
12	LS 2.3	EQ Leadership Skills	Dr Patricia Patton	This book is a breakthrough practical application to raise one's level of awareness in what one do to limit the potential of one's employees and how to successfully manage the character issues people are too afraid to tell a boss. It also lists the characteristics that are needed to be an EQ leader.

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13	LS 2.4	Leadership Skills for Women	Marilyn Manning	This book shows a reader how to shape and nurture her leadership style by learning new skills, working to eliminate problem behaviours, and becoming more productive.
14	LS 2.5	Learning to Lead	Jay A. Conger	In this book, the author offers personal insights into roles training plays in leadership development. Using a diary format supported by workshop outlines, sample materials and interviews, he assesses the strengths and weakness of four key approaches to leadership development.
15	LS 2.6	Why Leaders Can't Lead	Warren Bennis	This book is an analysis of the problems facing anyone who tries to take charge of an organisation. It also offers those engaged in the day to day tasks of leadership specific suggestions- not only to counter turmoil and inertia that threaten the best-laid plans but also on how to keep routines from sapping their ability to make a real impact.
16	LS 2.7	Developing Leaders	John Adair	In this book, the author presents his ten key steps of leadership development whereby he clarifies and draws out the full meaning of leadership in relation to the concept of management. He also offers examples and case studies to illustrate the various principles in a variety of fields and at different levels of leadership development.
17	LS 2.8	The Situational Leader	Dr Pual Hersey	This book presents a practical framework to developing people and increasing productivity. It is the story of a manager responsible for achieving results, developing people and contributing to organisational success.
18	LS 2.9	Peak Conquerors	Dr Shirley Lim	This book crystallises insights on how top achievers in various fields attain and sustain success. A dynamic model for peak performance is presented to inspire, motivate, instruct and enable readers to be more than conquerors.

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19	LS 3.1	Workplace Leadership	Gordon P Rabey	This book includes the evolution of the enterprise, workplace leadership tasks, diagnosing time problems, setting objectives and planning work, work flow, employment relations, proven problem-solving techniques, health and safety at the workplace and creating, leading and developing the team.
20	LS 3.2	Not Bosses but Leaders	John Adair	In this book, the author will show you how to exercise strategic leadership effectively. He enlivens his message with examples drawn from business, history and the arts.
21	LS 3.3	Moses on Management	David Baron	In this book, the author draws surprising parallels between the world of Moses and our own, and illuminates areas of particular relevance for today's business managers.

CATEGORY: MARKETING

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	MK 1.1	Warp-speed Branding	Agnieszka M. Winkler	In this book, the author has showed us the anecdotes; templates and common-sense advice, all focused on teaching us how to use the acceleration of technology to build better brands, products and organisations. It exposes six myths of branding and replaces them with new truths in a “warp-speed world”.
2	MK 1.2	The New Marketing Era	Pual Postma	In this book, the author explores the sweeping changes in information technology and media and how their impact and effectiveness are influenced by age-old human behaviour through real life case studies.
3	MK 1.3	Branding in Asia	Pual Temporal	In this book, Asia’s leading brand architect explains the fundamentals of branding and shows how companies can use them to achieve outstanding performance, with references to over 20 case studies of leading Asian and Western brands like Acer, Tiger Balm and etc.
4	MK 1.4	The Brand Mindset	Duane E. Knapp	This book, with reference to case studies of Starbucks, Whirlpool and Hallmark, provide new insights into brands and their management- the way business is done and how to go about doing it.
5	MK 1.5	The 1-Day Marketing Plan	Roman G. Hiebing	This book breaks down the complex marketing planning into ten critical steps that enable the readers to develop a disciplined, precise and workable marketing plan- today.

CATEGORY: SUCCESSFUL COMPANIES' STRATEGIES

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	SC 1.1	Direct From DELL	Michael Dell	This book illustrates the history of DELL Computer Corporation's success and vision for the future in a concise and powerful way. Both an extraordinary business success story and a manifesto for revolutionary any industry, this book reveal nothing lesser than a new model for doing business in the information age.
2	SC 1.2	The Disney Way	Bill Capodagli	In this book, the authors examine Disney's business philosophy and explain how it can be used in any company to achieve superior teamwork, creativity and innovation by applying the four principles- Dream, Believe, Dare and Do.
3	SC 1.3	Serious Play	Michael Schrage	This book is about serious work: how the world's leading companies models, prototype, and simulates to innovate. It is a crisply written handbook for product, process, and project leaders who are determined to manage their innovation initiatives successfully.
4	SC 1.4	Leading by Design	Bertil Torekull	This book tells the inside story of Kamprad's (founder of IKEA) humble roots and of the visionary concepts and innovative strategies that turned a small, Swedish mail-order company into a worldwide commercial giant.
5	SC 1.5	Management of Success	Kernal Singh Sandhu	In this book, the authors provide a structured collection of analytical reflections on how the island of Singapore has been transformed from a colony into a thriving, modern, secular, independent republic.

CATEGORY: SUCCESSFUL COMPANIES' STRATEGIES

6	SC 1.6	Best Practice Benchmarking	Sylvia Codling	Through a series of case histories and references, this book shares the experience and knowledge acquired by benchmarking companies across a wide range industries. Above all, it provides a detailed step by step guide to the entire process, including a complete set of planning worksheets.
7	SC 1.7	The 21st Century Organisation	Warren Bennis	In this book, the authors show you how these companies have successfully reinvented themselves, and in doing so have provided sound models for other companies striving to duplicate their success.
8	SC 1.8	Microsoft First Generation	Cheryl D. Tsang	Microsoft First Generation, through the lives of many early key employees, provides insight into the greatest success story of Microsoft. The author renders recent history in bold, colourful strokes, highlighting each of the specific business qualities and entrepreneurial traits that turned Microsoft's dream into reality
9	SC 1.9	Winning with the P & G 99	Charles L. Decker	This book, showing a fascinating glimpse at one of the most familiar company names in the consumer goods industry, offers the time-tested strategies that have kept P & G on top- practical insights for anyone managing a business, a career or striving for a personal best.
10	SC 2.1	Made in Japan	Akio Morita	This book is the autobiography of Akio Morita who is the founder of Sony. In compelling detail, it charts the growth of this deliberately innovative company, from the initial attempts to make a tape recorder to the phenomenal sales of he Sony Walkman.
11	SC 2.2	I'd Like the World to Buy a Coke	David Greising	This book takes a candid look at the life and career of one of the longest serving and highest-pain chief executive in history- Coca Cola's Roberto Goizueta. It chronicles the 16 years of Goizueta's leadership at the Coca-Cola Company.

CATEGORY: SUCCESSFUL COMPANIES' STRATEGIES

12	SC 2.3	Inside Teams	Wellins, Byham	This book consists a collection of case histories which takes you behind the scenes for an in-depth look at the key practices used by such companies like Texas Instruments, Miller Brewing Company, Colgate Palmolive etc.
13	SC 2.4	In Search of Excellence	Thomas J. Peters	This book reveals the secrets behind success of forty-three American companies like IBM, Johnson & Johnson and McDonald's etc. Illustrated with anecdotes and examples from the experiences of these best-run companies, the authors will share with the readers, eight basic principles of management of these successful companies.
14	SC 2.5	McDonald's	John F. Love	This is a story of an American business success, a company that proved the value of hard work, ingenuity, trial and error and gut instincts. The author tells the astonishing story of the people and the strategies, the innovation and the brilliance that turned a single burger stand into a multibillion-dollar corporation.
15	SC 2.6	The Success Book	Richard Keeves	This book tells the stories of fifty winners- fifty businesses owned and operated by people whose attitudes, vision, commitment and persistence are resulting in triumph and achievement.
16	SC 2.7	Pour Your Heart Into It	Howard Schultz	In this book, CEO Howard Schultz illustrates the principals that have shaped the Starbucks phenomenon, sharing the wisdom he has gained from his quest to make great coffee part of the American experience.

CATEGORY: TECHNOLOGY

S/N	CALL NO	TITLE OF BOOK	AUTHOR	DESCRIPTION
1	TN 1.1	The Future of Work	Charles Grantham	In this book, the author explains in details how various technological developments and related concepts are creating a surprising new technology of work.
2	TN 1.2	Blueprint to the Digital Economy	Don Tapscott	This book offers breakthrough insights and strategies designed to help today's business succeed in an emerging and highly competitive digital business environment.
3	TN 1.3	Silicon Gold Rush	Karen Southwick	Providing valuable insights into a myriad of key issues, from nurturing creativity and motivating employees to finding new markets and weathering tough times, this book also reveals the maverick leadership techniques that are finding their way into mainstream corporate culture with far-reaching consequences.
4	TN 1.4	Futurize Your Enterprise	David Siegel	This book is packed with management insights, where the author will teach you to how to harness the exponential power of e-customers and take your business in a new direction.
5	TN 1.5	High Tech High Touch	John Naisbitt	In this book, the authors provide valuable insight into important technological, social, cultural and artistic developments. Described in powerful detail is the dark side of technology and its impact on our lives in the 21st century.
6	TN 1.6	Mastering The Digital Market Place	Douglas F. Aldrich	This book provides a logical, step by step framework for surviving and thriving in the digital market place, where the author identifies key strategic areas that one as a corporate leader must consider before leading one's company into the digital economy.
7	TN1.7	Now or Never	Mary Modahl	This book is a well-researched and extremely useful guide for corporate leader who are working to position their companies to win in this new, hyper-competitive Internet Era, using examples, statistics and business oriented emphasis.

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8	TN 1.8	Digital Darwinism	Evan I. Schwartz	In this book, the author provides an unprecedented look inside the highly competitive world of e-commerce, and distils seven critical strategies that Web-based businesses need to follow in order to survive in what is fast becoming a multi-trillion online marketplace.
9	TN 1.9	Management Information Systems	Charles Parker	This book is designed for people who need to understand the emerging role of information systems in business, recognising that access to the right information at the right time is pivotal to developing a strategic posture that exploits opportunities.