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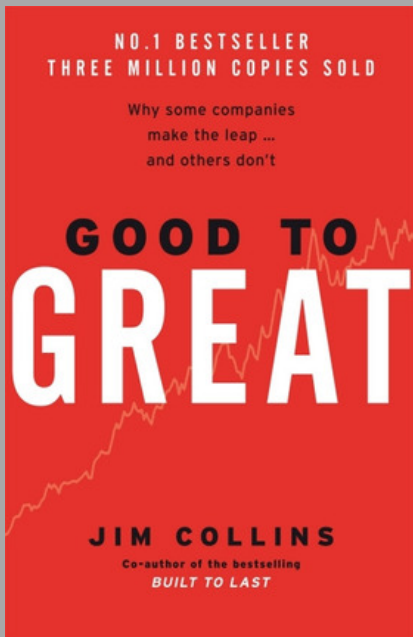
# TOP 10 BUSINESS BOOKS

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2018



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# GOOD TO GREAT

BY JIM COLLINS

Good To Great explores a whole new concept, backed by the rigorous research standards which gave Built to Last such an impact.

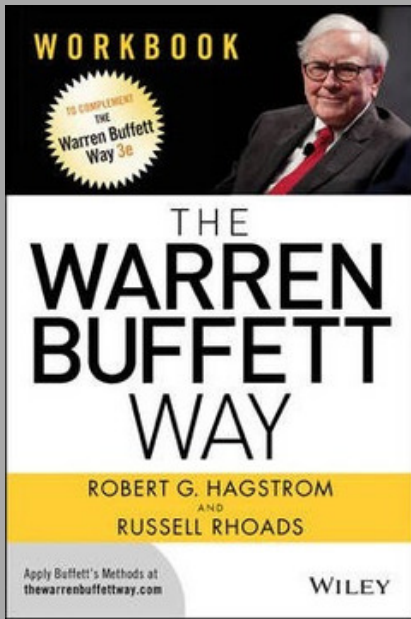
1. Good is the Enemy of Great
2. Level 5 Leadership – the type of leader required, humble and ferocious
3. First Who .... Then What – how companies set the foundation for their shift from good to great
4. Confront the Brutal Facts (Yet Never Lose Faith) – the duality that leads to greatness
5. Hedgehog Concept – how to find the one big thing your company must focus on
6. A Culture of Discipline – the magical alchemy of great performance
7. Technology Accelerators – technology is a trap, unless used right
8. The Flywheel and the Doom Loop – how to build sustained momentum and avoid the 'new regime, new revolution' doom loop
9. From Good To Great to Built to Last – how to take a company from great to enduring great

**ISBN: 9780712676090**

**PRICE: R429.00**



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# THE WARREN BUFFETT WAY

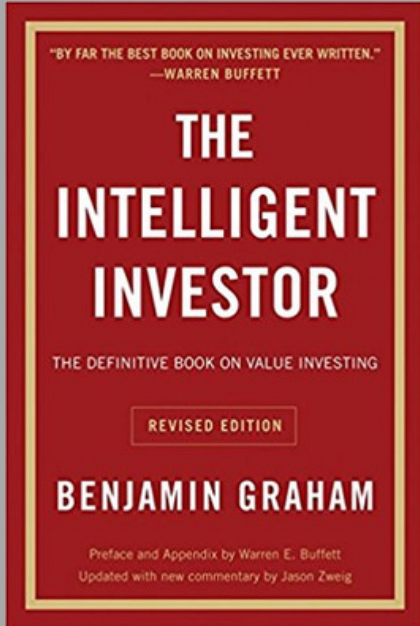
BY ROBERT G. HAGSTROM

The Warren Buffett Way Workbook consists of over 500 questions and answers to help readers of The Warren Buffett Way reinforce and cement their knowledge of Buffett's hugely successful investment approach. The Workbook follows The Warren Buffett Way, 3e, providing a combination of multiple choice and essay questions for each chapter in the core book. Given the depth and range of questions, a reader who masters the material in the Workbook will be equipped with the knowledge to begin to apply Buffett's methods to his/her own investment portfolio. All answers are provided in the Workbook, including answers to the essay questions. The perfect accompaniment to The Warren Buffett Way, 3e and The Warren Buffett Way Video Course, the Workbook will provide readers with a sure path to begin investing just like Warren Buffett.

**ISBN: 9781118574713**  
**PRICE: R390.00**



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# INTELLIGENT INVESTOR

BY BENJAMIN GRAHAM

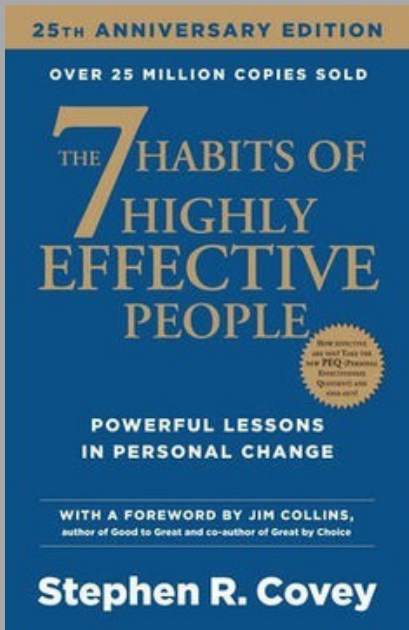
The greatest investment advisor of the twentieth century, Benjamin Graham taught and inspired people worldwide. Graham's philosophy of "value investing"—which shields investors from substantial error and teaches them to develop long-term strategies—has made *The Intelligent Investor* the stock market bible ever since its original publication in 1949.

**ISBN: 9780060555665**

**PRICE: R369.00**



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# THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

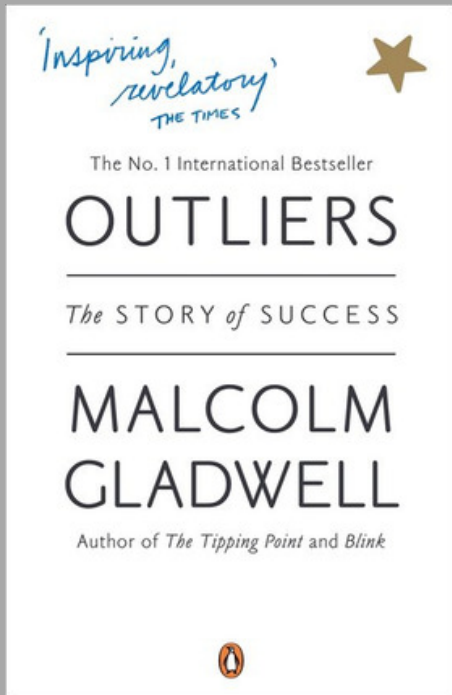
BY STEPHEN R. COVEY

The 7 Habits of Highly Effective People, the beloved classic that has sold over 20 million copies worldwide, is celebrating its 25th anniversary with this reissue! With a new foreword, the wisdom of the 7 Habits still holds true after all these years. The 7 Habits have become so famous because they work. They have been integrated into everyday thinking by many millions of people. The reason: They work. Habit 1: Be Proactive. Habit 2: Begin with the End in Mind. Habit 3: Put First Things First. Habit 4: Think Win/Win. Habit 5: Seek First to Understand, Then to Be Understood. Habit 6: Synergize. Habit 7: Sharpen the Saw. The book presents a principle-centered approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step pathway for living with fairness, integrity, honesty and human dignity – principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

**ISBN: 9781471129391**  
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# OUTLIERS

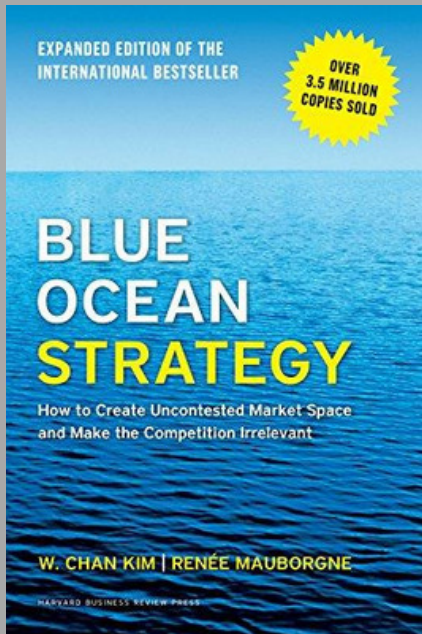
BY MALCOLM GLADWELL

Why do some people achieve so much more than others? Can they lie so far out of the ordinary? In this provocative and inspiring book, Malcolm Gladwell looks at everyone from rock stars to professional athletes, software billionaires to scientific geniuses, to show that the story of success is far more surprising, and far more fascinating, than we could ever have imagined. He reveals that it's as much about where we're from and what we do, as who we are – and that no one, not even a genius, ever makes it alone. Outliers will change the way you think about your own life story, and about what makes us all unique.

**ISBN: 9780141036250**  
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# BLUE OCEAN STRATEGY

BY W.CHAN KIM

The global phenomenon that has sold 3.6 million copies, is published in a record-breaking 44 languages and is a bestseller across five continents-now updated and expanded with new content

In this perennial bestseller, embraced by organizations and industries worldwide, globally preeminent management thinkers W. Chan Kim and Renee Mauborgne challenge everything you thought you knew about the requirements for strategic success.

Recognized as one of the most iconic and impactful strategy books ever written, Blue Ocean Strategy, now updated with fresh content from the authors, argues that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves (spanning more than 100 years across 30 industries), the authors argue that lasting success comes not from battling competitors but from creating "blue oceans"-untapped new market spaces ripe for growth.

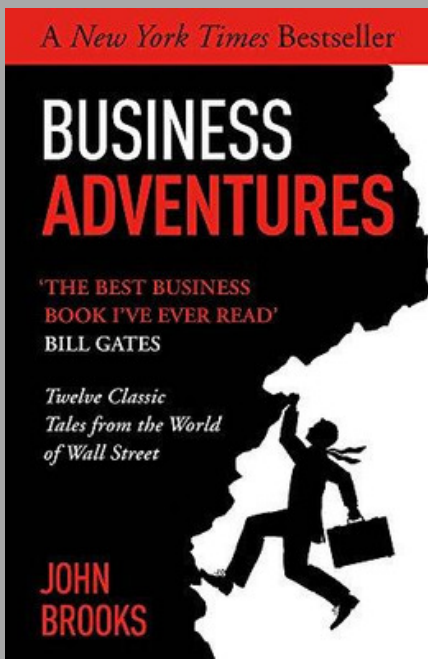
**ISBN: 9781625274496**

**PRICE: R630.00**





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# BUSINESS ADVENTURES

BY JOHN BROOKS

What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common? Each is an example of how an iconic company was defined by a particular moment of fame or notoriety.

These notable and fascinating accounts are as relevant today to understanding the intricacies of corporate life as they were when the events happened.

Stories about Wall Street are infused with drama and adventure and reveal the machinations and volatile nature of the world of finance. John Brooks's insightful reportage is so full of personality and critical detail that whether he is looking at the astounding market crash of 1962, the collapse of a well-known brokerage firm or the bold attempt by American bankers to save the British pound, one gets the sense that history really does repeat itself.

This business classic written by longtime New Yorker contributor John Brooks is an insightful and engaging look into corporate and financial life in America.

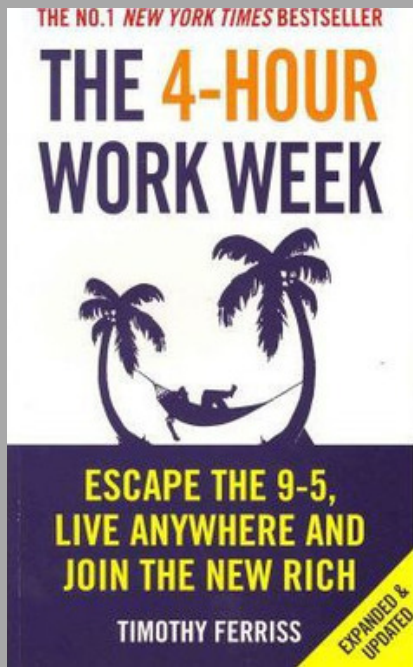
**ISBN: 9781473611528**

**PRICE: R269.00**





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# THE 4-HOUR WORK WEEK

BY TIM FERRISS

A new, updated and expanded edition of this New York Times bestseller on how to reconstruct your life so it's not all about work

Forget the old concept of retirement and the rest of the deferred-life plan – there is no need to wait and every reason not to, especially in unpredictable economic times. Whether your dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management, or just living more and working less, this book is the blueprint.

This step-by-step guide to luxury lifestyle design teaches:

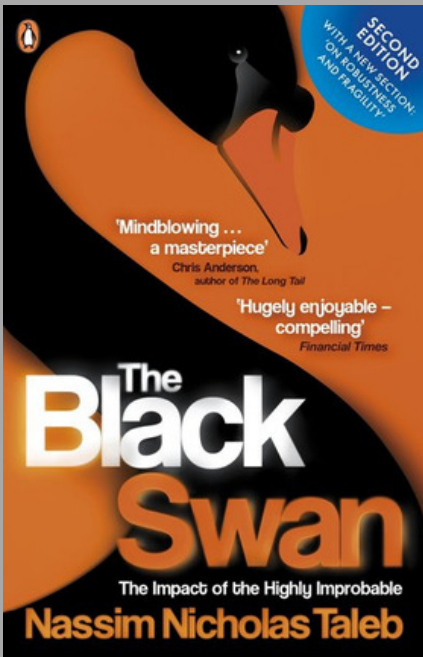
- \* How Tim went from \$40,000 dollars per year and 80 hours per week to \$40,000 per MONTH and 4 hours per week
- \* How to outsource your life to overseas virtual assistants for \$5 per hour and do whatever you want
- \* How blue-chip escape artists travel the world without quitting their jobs
- \* How to eliminate 50% of your work in 48 hours using the principles of a forgotten Italian economist
- \* How to trade a long-haul career for short work bursts and frequent 'mini-retirements'.

**ISBN: 9780091929114**

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# THE BLACK SWAN

BY NASSIM TALEB

Why are we so often unwilling to accept that life is unpredictable? In this brilliant book Nassim Nicholas Taleb distils his idiosyncratic wisdom to demolish our illusions, contrasting the classical values of courage, elegance and erudition against modern philistinism and phoniness. Only by accepting what we don't know, he shows, can we see the world as it really is.

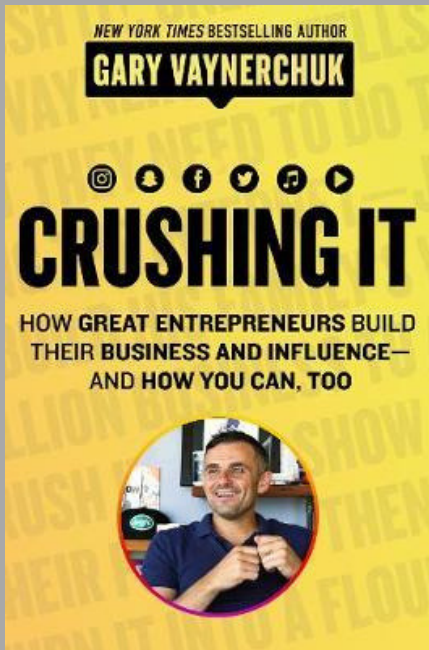
'Happily provocative ... blistering ... his observations concern superiority, wealth, suckerdome, academia, modernity, technology and the all-purpose, ignorant "they" ... very quotable' - The New York Times

**ISBN: 9780141034591**

**PRICE: R199.00**



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# CRUSHING IT!

BY GARY VAYNERCHUK

In his 2009 international bestseller *Crush It*, Gary insisted that a vibrant personal brand was crucial to entrepreneurial success. In *Crushing It*, Gary explains why that's even more true today, offering his unique perspective on what has changed and what principles remain timeless. He also shares stories from other entrepreneurs who have grown wealthier and not just financially than they ever imagined possible by following *Crush It* principles. The secret to their success (and Gary's) has everything to do with their understanding of the social media platforms and their willingness to do whatever it took to make these tools work to their utmost potential. That's what *Crushing It* teaches readers to do. In this lively, practical and inspiring book, Gary dissects every current major social media platform so that anyone, from a plumber to a professional ice skater, will know exactly how to amplify his or her personal brand on each. He offers both theoretical and tactical advice on how to become the biggest thing on old standbys like Twitter, Facebook, YouTube, Instagram, Pinterest and Snapchat, podcast platforms like Spotify, SoundCloud, iHeartRadio and iTunes and other emerging platforms such as Musically for those with more experience. *Crushing It* illuminates some little-known nuances and provides innovative tips and clever tweaks proven to enhance more common tried-and-true strategies. *Crushing It!* is a state-of-the-art guide to building your own path to professional and financial success, but it's not about getting rich. It's a blueprint to living life on your own terms.

**ISBN: 9780062845023**

**PRICE: R279.00**