

## Some Favorite Books and Resources

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### “Corporate Lifecycles” by Ichak Adizes

The best book I know of about the trials and tribulations of a business, the different stages, and how to deal with each one. The key lesson is that each stage requires different talents and provides different problems. Woe be to a CEO that tries to run a business in one stage with the strategies of another. The book not only talks about how to diagnose what stage you are in including how to recognize normal versus abnormal problems, but offers strategies to help manage each stage, the transition to a new stage, or the return to a more productive stage.

### “Crossing the Chasm” and “Inside the Tornado” by Geoffrey Moore

Excellent books on taking a small business in an emerging market to the next phase, and creating a strategy to make the transition. Moore shows how the transition from a technology driven business to a marketing driven business is difficult but necessary if a company is to grow and take advantage of its technology.

### “The 500-Year Delta” and “The Visionary’s Handbook” by Watts Wacker and Jim Taylor

Good books for the entrepreneur working to understand where the market may be going. In emerging markets it is necessary to determine where the market is going, not where it has been. Statistical knowledge of the past does not predict the future. For that, informed intuition is needed and these books can help develop a vision of the future.

### “The Art of War” by Sun Tzu, translated by Thomas Cleary

A good book to understand competition and some strategies to compete in a competitive world.

### “Executive Leadership” and other books by Elliott Jaques

Difficult to comprehend books about how people interact and how organizations should be structured for best effectiveness. Help understand how to set up organizational hierarchy with the right people in each level and point towards what the characteristics of a good supervisor are and perhaps determine when the capabilities at each level are appropriate or when they may be counterproductive.

### “When Things Start to Think” by Neil Gershenfeld

Very interesting book about inventing new technologies and devices by understanding the basic requirements and underlying goals.

“Value Acceleration” by Michell Gooze and Ralph Mroz

The latest marketing resource I am reading. It is about gaining a competitive advantage by using the marketing and sales process to collect information to develop product specifications and satisfy customer needs.

Favorite web resource: <http://www.customermanufacturing.com>

This marketing site by Mitchell Gooze is a wonderful source of practical marketing and sales hints. He offers a very good newsletter you can sign up for.

Science fiction books

Especially ones that set up alternate environments, behavioral patterns, etc., help you think in different ways from what is traditional.