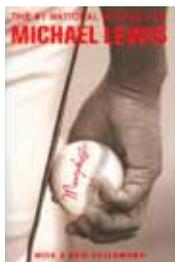


RECOMMENDED READING LIST

Numerous Army leaders over the years, officers and enlisted alike, have commended the practice of reading to their Soldiers. Even—especially—in this age of information overload, the pursuit of knowledge through books is essential to gain a fuller understanding of acquisition, logistics, and technology. In the words of GEN Gordon R. Sullivan (USA, Ret.), 32nd Chief of Staff of the Army, “At no time in history has the volume of information available to the human race been as accessible as it is today,

nor as essential. ... Reading teaches conceptual analysis, offers insights to ponder, and expands both the imagination and the potential of the mind.” With this issue, *Army AL&T Magazine* is introducing Off the Shelf as a regular feature to bring you recommendations for reading from Army AL&T professionals.

Is there a book you'd like to recommend for this column? Send us an email at USAASCWEB-AR@conus.army.mil. Please include your name and daytime contact information.



**MONEYBALL:
THE ART OF
WINNING AN
UNFAIR GAME**

by Michael Lewis
(New York, NY: W.W.
Norton & Co., 2004,
320 pages)

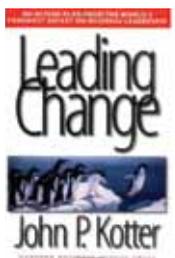
Who says you have to spend megabucks to win? *Moneyball* comes recommended by LTG Robert P. Lennox, Deputy Chief of Staff, G-8, and LTG William N. Phillips, Principal Military Deputy to the ASAALT and Director, Acquisition Career Management. LTG Lennox describes it as a book that “shows that analysis of the facts can have dramatically good results.” This best-seller by former Salomon Brothers investment adviser-turned-financial journalist Michael Lewis, illustrates, in play-by-play detail, how Oakland Athletics General Manager Billy Beane built a winning team with a smaller budget than that of nearly every other Major League Baseball team. Players with certain carefully selected stats held more value, he believed, than big-name, highly paid young superstars. Putting that principle into practice was another story. But defying conventional wisdom paid off: Beane and his staff won affordably, with an astonishing record in 2002.



**THINK TWICE: HARNESSING
THE POWER OF COUNTERINTUITION**

by Michael J. Mauboussin
(Boston, MA: Harvard Business Press, 2009, 204 pages)

Michael J. Mauboussin, Chief Investment Strategist at Legg Mason Capital Management, uses his business expertise to explore why leaders mismanage decision making. With examples from the business world and beyond, he outlines eight common decision-making mistakes and offers advice on how to “think twice” and recognize these cognitive errors, then to adopt more effective strategies. Recommended by LTG Lennox, *Think Twice* aims to equip leaders with the tools to make sounder decisions that will improve, instead of hinder, their organizations. The book is a relatively short read, making it an excellent resource for busy professionals.



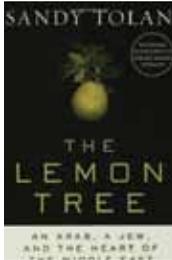
LEADING CHANGE

by John P. Kotter
(Boston, MA: Harvard Business Press, 1996, 208 pages)

John P. Kotter's eight-step framework for executing change is a road map that any person in business or government—whether working at an executive level or as a first-year student—should know and implement. Recommended by LTG Phillips, Kotter's book explains the intangibles of the ever-evolving 21st-century business environment.

The Konosuke Matsushita Professor of Leadership, Emeritus, at the Harvard Business School, Kotter is an international expert on leadership and change. *Leading Change* examines the characteristics of true leadership and stresses that effective business professionals don't react to change for the sake of trying to manage it, but instead stay ahead of change and usher it in. It's a distinction that not only saves valuable time and resources, but also improves the likelihood of success.

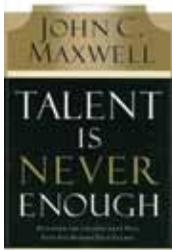
RECOMMENDED READING LIST



**THE LEMON TREE: AN ARAB, A JEW,
AND THE HEART OF THE MIDDLE EAST**

by Sandy Tolan
(New York, NY: Bloomsbury USA, 2006, 384 pages)

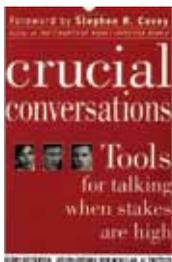
The Lemon Tree explores the conflict between Israel and Palestine through the lives of a Jewish settler and a Palestinian refugee, and the house and lemon tree that hold the past, present, and future of both their families. The account grew out of Tolan's work on a National Public Radio documentary in 1998 and comes recommended by Keith B. Webster, Deputy Assistant Secretary of the Army for Defense Exports and Cooperation. Tolan, co-founder of Homeland Productions, has produced hundreds of documentaries and features and has won more than 25 national and international journalism awards. His book is an excellent source for those looking to further understand the Israeli-Palestinian conflict without the dry, strictly factual inclination of many history books.



**TALENT IS NEVER ENOUGH: DISCOVER THE CHOICES
THAT WILL TAKE YOU BEYOND YOUR TALENTS**

by John C. Maxwell
(Nashville, TN: Thomas Nelson Inc., 2007, 304 pages)

Dr. John C. Maxwell, an internationally known leadership expert and best-selling author, begins his book with this premise: Talent is often overrated and frequently misunderstood. In fact, he maintains that greatness is as much about making the right choices as it is about having the right talents. Maxwell's book, recommended by Craig A. Spisak, Director of the U.S. Army Acquisition Support Center and Deputy Director, Acquisition Career Management, lays out 13 principles for maximizing talent, from "Belief lifts your talent" to "Teamwork multiplies your talent," showing how each principle has worked in the lives of well-known figures past and present.



**CRUCIAL CONVERSATIONS: TOOLS FOR TALKING
WHEN STAKES ARE HIGH**

by Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler
(New York, NY: McGraw-Hill, 2002, 256 pages)

Few books offer strategies that significantly enhance almost every connection in your life, but this one does. From your career to your relationships with family and friends, *Crucial Conversations* is a best-seller providing tips to greatly enhance the one thing you do with almost every person you come in contact with: communicate. The authors are top international corporate consultants and co-founders of Vitality Alliance Inc. and VitalSmarts. Recommended by Kevin Zurmuehlen, Deputy Director, U.S. Army Acquisition Center of Excellence, *Crucial Conversations* teaches the skills that will help resolve conflict, express your opinions without being abrasive, and articulate a message clearly and effectively, increasing the chances of success.