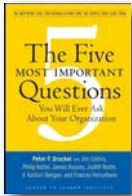


# AIM Business Books Bulletin.



no limits



## The Five Most Important Questions: You will ever ask about your organisation

With five simple questions, Peter F. Drucker challenges leaders to take a close look at the very heart of their organisations and what drives them. The five questions presented in this unique book will fundamentally change the way people in organisations work, helping them guide their organisation to exceptional levels of performance.

**Author** Peter F. Drucker & Leader to Leader Institute  
**RRP** \$24.95  
**AIM Member** \$22.45

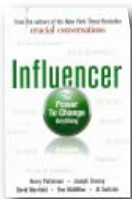


## The Essential Management Toolbox: Tools, models and notes for Managers and Consultants

A must have for all practising and aspiring consultants and strategists, this book covers a wide range of consultancy tools and techniques that are well displayed, well described and well referenced. The tools and techniques are helpfully divided in to twenty recognisable skills sectors within management consultancy fields. The depiction of the content with diagrams aids the process of quick reference and ease

of understanding. The tools and techniques can be utilised across the whole range of organisational sectors, both private and public. The purpose is not to short cut formal learning, but to provide easy access to a 'toolbox' of tried and tested management approaches through a collection of models, tools which can be put to use in a practical way.

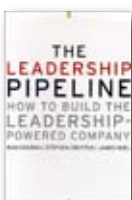
**Author** Simon Burtonshaw-Gunn  
**RRP** \$64.95  
**AIM Member** \$58.45



## Influencer: The power to change anything

From the author team that brought you the perennial bestsellers *Crucial Conversations* and *Crucial Confrontations*, *Influencer* features a focused and intensive study of hundreds of change gurus from around the world, from individuals in small communities to the father of cognitive psychology, Albert Bandura.

**Author** Kerry Patterson et al  
**RRP** \$36.00  
**AIM Member** \$32.40



## The Leadership Pipeline: How to build the leadership-powered company

*The Leadership Pipeline* presents a proven model showing companies how to identify future leaders, assess their competence, plan their development, and otherwise nurture leadership within the organisation. It shows how to integrate the leadership planning process at every level, investing in the future of the company through its employees.

**Author** Ram Charan, James Noel, Stephen Drotter  
**RRP** \$40.95  
**AIM Member** \$36.85



## The First XI : Winning organisations in Australia

*The First XI* identifies 11 of Australia's long-term top-performing organisations and provides a comprehensive analysis of their winning framework. Taking its lead from the US bestseller *Built to Last*, *The First XI* uncovers the common elements that set Australian winning organisations apart. It also looks at how winning is different in Australia. In this second edition the authors also take a look at what has

happened to the First XI in the years since their original study ended to answer a number of burning questions:

- Are the First XI still winning organisations?
- What does the strategic cycle in Australian organisations look like?
- What can you do to put your organisation on the path to being a winner?

The winning framework identified in this book provides managers with a rigorous, comprehensive, challenging, but practical framework to improve their own organisation practice and performance. Will your organisation be selected for this book in 10 years' time?

**Author** Graham Hubbard  
**RRP** \$34.95  
**AIM Member** \$31.45



## Blue Ocean Strategy: How to create uncontested market space and make the competition irrelevant

Written by the business world's new gurus, *Blue Ocean Strategy* continues to challenge everything you thought you knew about competing in today's crowded market place. Based on a study of 150 strategic moves spanning more than a hundred years and thirty industries, authors W. Chan Kim and Renee Mauborgne argue that lasting

success comes from creating 'blue oceans': untapped new market spaces ripe from growth. And the business world has caught on - companies around the world are skipping the bloody red oceans of rivals and creating their very own blue oceans. With over one million copies sold world wide, *Blue Ocean Strategy* is quickly reaching "must read" status among smart business readers. Have you caught the wave?

**Author** Kim W. Chan & Renee Mauborgne  
**RRP** \$58.00  
**AIM Member** \$52.20

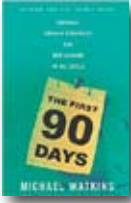


## Leading Change

The pressures on organisations to change will only increase over the next decades. In *Leading Change*, Kotter identifies an eight-step process that every company must go through to achieve its goal, and shows where and how people good people often derail. Emphasising again and again the critical need for leadership to make change happen, *Leading Change* provides unprecedented access to our generation's

business master and a positive role model for leaders to emulate.

**Author** John P. Kotter  
**RRP** \$45.00  
**AIM Member** \$40.50



### The First 90 Days: Critical success strategies for new leaders at all levels

Whether challenged with taking on a start up, turning a business around, or inheriting a high-performing unit, a new leader's success or failure is determined within the first 90 days on the job. In this hands-on guide, Michael Watkins, a noted expert on leadership transitions, offers proven strategies for moving successfully into a new role at any point in one's career. *The First 90 Days* provides a framework for transition acceleration that will help leaders diagnose their situations, craft winning transition strategies, and take charge quickly.

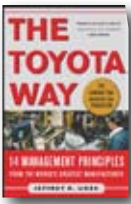
**Author** Michael Watkins  
**RRP** \$55.00  
**AIM Member** \$49.50



### Crystal Clear Communication : Skills for understanding and being understood 2nd ed.

Management consultant Kris Cole outlines the importance of good communication and gives easy tips on how to understand and take charge of your new communications to become successful in everyday life. This new edition includes a new chapter on email communication and the impact that this technology has had on everyday communication

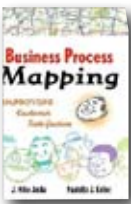
**Author** Kris Cole  
**RRP** \$35.00  
**AIM Member** \$31.50



### The Toyota Way : 14 management principles from the world's greatest manufacturer

In factories around the world, Toyota consistently makes the highest-quality cars with the fewest defects of any competing manufacturer, while using fewer man-hours, less on-hand inventory, and half the floor space of its competitors. *The Toyota Way* is the first book for a general audience that explains the management principles and business philosophy behind Toyota's worldwide reputation for quality and reliability.

**Author** Jeffrey Liker  
**RRP** \$45.95  
**AIM Member** \$41.35



### Business Process Mapping: Improving customer satisfaction

Without a full and complete understanding of organisational processes, growth and transformation don't happen. Jacka and Keller demystify Process Mapping through a storyboarding system that is powerful and elegant. 'Seeing' the organisational story enables employees to grasp the whole picture, how all the parts are integrated, and what needs to be changed. Analogies to popular movies help to make the concept instantly accessible. Drawing on their unique experience and expertise in the area of business Process Mapping, the authors offer a strategy with the potential to revolutionise!

**Author** J. Mike Jacka, Paulette J. Keller  
**RRP** \$87.95  
**AIM Member** \$79.15



### Do the Right Thing: How dedicated employees create loyal customers and large profits

People matter most, you know that. But most companies would rather slash costs, cut headcount, replace well-paid employees with lower-paid employees or outsourced workers, and reduce customer service. No wonder so many fail – while others focused on doing the right thing remain profitable and growth oriented for decades.

**Author** James F. Parker  
**RRP** \$29.95  
**AIM Member** \$26.95



### FYI For Your Improvement 5th ed.

Looking to make the connection between your own (or someone else's) development and the bottom line? Find out how with *FYI* an easy to use development tool for learners, managers, mentors, coaches and feedback givers. This book is the standard for leadership development at thousands of companies through out the world.

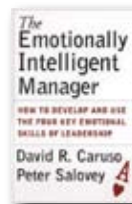
**Author** Michael Lombardo & Robert Echinger  
**RRP** \$180.00  
**AIM Member** \$162.00



### Employee Engagement: The people first approach to building a business

The alluring promise of the engagement industry, and indeed this book, is that engaged employees are more satisfied, committed, loyal, productive and profitable than their disengaged counterparts. As Croston says, A firm's ability to attract, motivate and retain talent is directly related to the level of engagement inside the business. In his book, the author presents a user-friendly roadmap to guide the first-time traveller. This roadmap is supported with insightful case histories that reveal the inner workings of major engagement programs. This is not a textbook, it is an informal, easy-to-read manual for leaders and executives who are setting out on their own engagement journey.

**Author** David Croston  
**RRP** \$59.95  
**AIM Member** \$53.95

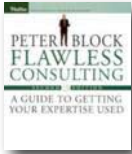


### The Emotionally Intelligent Manager: How to develop and use the four key emotional skills of leadership

Based on solid research and science but written in an easy-to-understand, accessible style, here is a practical guide to understanding, developing, and applying emotional intelligence in the workplace. Written by two psychologists – one of whom, Peter Salovey – is credited by Daniel Goleman with laying the scientific foundation

for the emotional intelligence theory model. *The Emotionally Intelligent Manager* is a hands-on resource for anyone who works with others, from top management on down. Includes an Emotional Style Assessment.

**Author** David R. Caruso & Peter Salovey  
**RRP** \$44.95  
**AIM Member** \$40.45

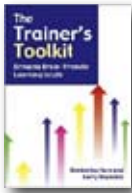


**Flawless Consulting 2nd ed.: A guide to getting your expertise used**

The second edition of the consultant's bible is here! For over fifteen years, consultants-both internal and external-have relied on Peter Block's landmark bestseller, *Flawless Consulting*, to learn how to deal effectively with clients, peers, and others. Using

illustrative examples, case studies, and exercises, the author, one of the most important and well known in his field, offers his legendary warmth and insight throughout this much-awaited second edition. Anyone who must communicate in a professional context-and who doesn't?-will use the lessons taught in this book for years to come! Who would have thought the 'consultant's bible' could be improved upon?

**Author** Peter Block  
**RRP** \$82.95  
**AIM Member** \$74.65



**The Trainer's Toolkit: Bringing brain-friendly learning to life**

This resource is packed with activities for the business trainer or facilitator. It helps you to understand exactly what the mystery ingredient is that makes a training concept work and shows you how to use the entire encyclopedia of techniques that turns ordinary training into *Brain-Friendly Learning*.

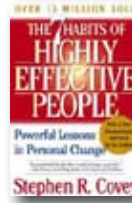
**Author** Kimberley Hare & Larry Reynolds  
**RRP** \$73.00  
**AIM Member** \$65.70



**Writing a Report: How to prepare, write and present really effective reports**

What is special about the text is that it is more than just how to 'write reports'; it gives that extra really powerful information that can, and often does, make a difference. The book is comprehensive in its details and contents, covering type style, fonts, writing style and even advice on bindings and illustrations. It is by far the most informative text covering report writing that I have seen.

**Author** John Bowden  
**RRP** \$32.95  
**AIM Member** \$29.65



**The 7 Habits of Highly Effective People**

Stephen R. Covey's incredibly successful book is a pathway to wisdom and power. It offers a revolutionary program to breaking the patterns of self-defeating behavior that keep us from achieving our goals and reaching our fullest potential, and describes how to replace them with a principle-focused approach to problem-solving.

**Author** Stephen R. Covey  
**RRP** \$29.95  
**AIM Member** \$26.95



**Now, Discover Your Strengths**

Effectively managing personnel—as well as one's own behaviour, is an extraordinarily complex task that, not surprisingly, has been the subject of countless books touting what each claims is the true path to success. That said, Marcus Buckingham and Donald O. Clifton's *Now, Discover Your Strengths* does indeed propose a unique approach: focusing on enhancing people's strengths rather than eliminating their weaknesses.

Following up on the coauthors' popular previous book, *First, Break All the Rules*, it fully describes 34 positive personality themes the two have formulated (such as Achiever, Developer, Learner, and Maximizer) and explains how to build a "strengths-based organisation" by capitalising on the fact that such traits are already present among those within it.

**Author** Marcus Buckingham & Donald O. Clifton  
**RRP** \$24.95  
**AIM Member** \$22.45



**Fish!: A remarkable way to boost morale and improve results**

This business book is very much in the style of the best-selling *Who Moved My Cheese* in that it uses a deceptively simple and accessible story to get its points across. That book was about encouraging employees to accept change; this explores the best ways to boost morale and thereby results. Its core message - 'We can choose the attitude we bring to our work' - extends beyond simple business principles to embrace ideas

that will be helpful in dealings not only with staff and colleagues but in all relationships. At the heart of the book is the idea that loving what we do will make us do it better, a notion explored through the parable of the Pike Place fish market (hence the book's title).

**Author** Stephen J. Lundin  
**RRP** \$20.00  
**AIM Member** \$18.00

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