

Bookshelf

■ **The conventional wisdom of marketing** tells brand managers to determine a product's core values and market them relentlessly. But for a brand to develop truly iconic status, consumers must identify it with a particular myth—a place, a time, a story—and that story must be one that addresses some of the highest tensions and uncertainties of the current era. So says Douglas B. Holt in



How Brands Become Icons. He traces the evolution of brands such as Coca-Cola, Corona, Volkswagen, and ESPN, which build profits and customer loyalty by capitalizing on “identity myths” customers believe about their products. For instance, during World War II, Coke positioned itself as the beverage of choice for those working toward the war effort; during the counterculture era of the late '60s, Coke was represented by a multinational group of singers who wanted to “teach the world to sing in perfect harmony.” During the racially charged '70s, a bottle of Coke helped cement a friendship between a black football player and a young white boy in a now-famous television ad. In each instance, the Coke brand “built powerful identity myths that spoke to American ideals,” writes Holt. Such cultural branding, he believes, will have far more impact on a product's success than other models revolving around mind-share, emotional, and “viral” branding. The examples he cites are vivid enough to linger in the

reader's mind long after the book is finished. (Harvard Business School Press, \$29.95)

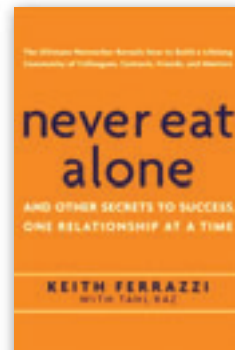
■ **Management education provides developing countries** with desperately needed business expertise that can overhaul private and state-owned enterprises, jump-start national economies, and generally improve quality of life. In *Business Education and Emerging Market Economies*, edited by Ilan Alon and John R. McIntyre, a host of authors examine the “intersection of two streams of research—business education and emerging markets.” The book examines four main topics: developing a knowledge-based economy, innovating curricula and



course content, working with online and hands-on educational models, and setting up strategic international alliances. Some chapters contain analyses of educational models and reforms in specific countries and regions, such as China, the Ukraine, and Latin

America; others are case studies of successful programs launched by schools in emerging nations, or by such schools in partnership with institutions in developed countries. The book provides a wealth of information in a well-organized format; articles are complex and scholarly but full of important insights. (Kluwer Academic Publishers, \$100)

■ **What does it take to succeed?** A combination of the right friends, the right attitude, and a realistic set of goals—and anybody can make the right friends. So says Keith Ferrazzi in *Never Eat Alone*, a charming handbook about how to



use networking to achieve your dreams. Ferrazzi doesn't have any patience with “the

networking jerk,” the soulless gladder who is always collecting business cards for his Rolodex. The true networker, he says, forges real friendships and exercises generosity, often giving before he expects to receive—and occasionally making the audacious request. Making friends is only part of the equation. Asking them to help you achieve specific goals is the other half, and Ferrazzi emphasizes the necessity of setting up a game plan. “No one becomes an astronaut by accident,” he says, quoting his father. The book is filled with lots of other warm and catchy phrases, such as “A goal is a dream with a deadline.” But that's why the book is inspiring. Deep down, you know Ferrazzi is right when he says, “Business cycles ebb and flow; your friends and trusted associates remain.” (Currency/Doubleday, \$24.95)

■ **In *The One Thing You Need to Know*,** Marcus Buckingham offers three pithy, boiled-down insights into the areas of management, leadership, and individual success. They are: *Great managers discover what is unique about each person and capitalize on it. Great leaders discover what is universal and capitalize on it. Individuals who achieve great success discover what they don't like doing and stop doing it.* You could absorb those three insights and walk away having acquired the bottom-line wisdom of his book without taking the time to read it—but that would be a shame,



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because you'd miss out on a truly pleasurable experience. Buckingham, the author of *First, Break All the Rules*, has a relaxed, engaging style that effortlessly combines research results with interview anecdotes and personal observations. He builds the case for each of his conclusions so solidly that the reader has no choice but to nod in agreement. His good humor pops up in constant observations, as when he describes a leader as someone who's optimistic about the future. He writes, "Properly defined, the opposite of a leader isn't a follower. The opposite of a leader is a pessimist." The book is an enjoyable and informative read. (Free Press, \$29.95)

Do moms make better CEOs? Yes, says

Moe Grzelakowski in her provocative book *Mother Leads Best*. She challenges widely held beliefs—like the one that says mothers who take a career break can't get back on the executive fast track—and dissects all the ways motherhood prepares women for leadership. Primarily, she believes that motherhood forces women to become "more balanced and interesting individuals and less rigid than they were before having children." Gone the perfectionist, the micro-manager, the workaholic, the dragon lady. Enter the boss who is tough but empathetic, flexible but efficient. Grzelakowski is quick to say that men and childless women can adopt the traits of maternal leadership simply by being aware of them and working to develop them. Intriguingly, she follows six stages of motherhood and discusses what each

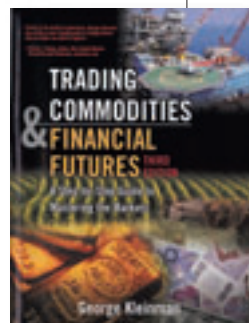


teaches about leadership. Mothers with infants, for instance, learn the value of patience and the need for nurturing; mothers with toddlers become adept at crisis management, multitasking, and spontaneity. Some readers might take issue with her conclusions, but Grzelakowski has high-level anecdotal evidence to back her up. She interviewed 50 top executives who are also mothers and includes their bios in an appendix. The book offers a refreshingly unconventional perspective on women in the workplace, but is it true? Only moms know for sure. (Dearborn Trade Publishing, \$22)

Anyone interested in the vast, complex, crazy, and highly structured world of futures trading could hardly do better than to pick up the third edition of George Kleinman's *Trade*

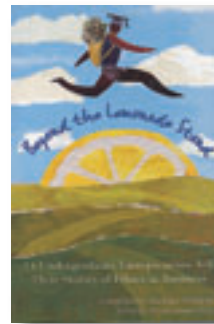
Commodities and Financial Futures. While Kleinman, a 25-year veteran of commodities trading, has written his book to offer insights to both beginners and veterans, the topic is still complicated enough to trip up truly novice readers. Still, Kleinman's prose is precise and easy to follow, and his fre-

quent anecdotes about actual events on real trading floors give the book a you-are-there immediacy. In his introduction, Kleinman tells would-be traders that, to be successful, they'll need patience, knowledge, guts, and an occasional break from the action. Patience and bravado are qualities readers have to bring with them, but Kleinman does




all he can to share his knowledge. (Prentice Hall, \$39.95)

Young entrepreneurs who have won recognition in the Global Student Entrepreneur Awards competition contribute essays to *Beyond the Lemonade Stand*, compiled by Michael McMyne and edited by Nicole Amare. In addition to describing their businesses—



and what has driven them to create their businesses—these undergraduate entrepreneurs discuss the overarching theme of ethics and why it is important in their own careers. As befits a global competition, the winners come from around the world, including the U.S., Mexico, Puerto Rico, and Australia. Their businesses are equally diverse: a beauty salon, an organization that coordinates basketball competitions, a clothing manufacturer. The essays offer a fascinating range of lessons learned and wisdom hard-earned. Chiquita

Miller-Nolan notes that she studies "everything and everyone" to see if completely nonrelated industries have something to offer her salon. Ahmad Fouda admits he had to change himself both physically and mentally when he realized he was becoming a role model for other young entrepreneurs. The book is not as slick as many professional business books, but it's completely heartfelt. (St. Louis University, \$19.95) 



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