



**Sawyer, Keith. *Group Genius: The Creative Power of Collaboration*. Basic Bks. 288p. ISBN 978-0-465-07192-0. \$26.95.**

Sawyer (psychology, Washington Univ.; *Explaining Creativity*) reveals how organizations can foster a spirit of collaboration to encourage creativity and innovation among their constituents. Although popular myths tend to ascribe creativity primarily to individuals, Sawyer demonstrates how breakthroughs frequently grow from discussion, argumentation, and group activities.

## MARKETING & BRANDING

**Heath, Chip & Dan Heath. *Made To Stick: Why Some Ideas Survive and Others Die*. Random. 288p. ISBN 978-1-4000-6428-1. \$24.95.**

Borrowing the concept of “stickiness” from Malcolm Gladwell’s *The Tipping Point*, brothers Chip (business, Stanford Univ.) and textbook publisher Dan Heath expand on eight principles marketers can use to make their ideas and branding efforts resonate with consumers. Accessible and fast paced, this well-reviewed book is its own best advertisement: it was one of the year’s “stickiest” titles. (*LJ* 2/1/07)

**Kelly, Lois. *Beyond Buzz: The Next Generation of Word-of-Mouth Marketing*. AMACOM: American Management Assn. 228p. ISBN 978-0-8144-7383-2. \$24.95.**

The idea of buzz and marketing as fostering conversations is nothing new, but in this instructive book, Kelly, cofounder of a strategic-communications consulting firm, discusses various narrative frameworks often used to put products and services in context, e.g., “David vs. Goliath,” “How-to,” and “Glitz and Glam.”

## SMALL BUSINESS

**Barajas, Louis. *Small Business, Big Life: Five Steps to Creating a Great Life with Your Own Small Business*. Thomas Nelson. 224p. ISBN 978-1-4016-0336-6. \$22.99.**

Barajas describes his and his father’s independent entrepreneurial paths and suggests an inspirational approach to business that relies on four personal greatness cornerstones—truth, responsibility, awareness, and

courage—and on keeping in mind your vision and your team’s needs. A new take on how to achieve work/life balance.

**Kaplan, Steve. *Be the Elephant: Build a Bigger, Better Business*. Workman. 224p. ISBN 978-0-7611-4448-9. \$19.95.**

Entrepreneur Kaplan lays out an accessible, no-frills plan for business owners, managers, and other industrialists to grow their businesses into elephants: big and strong but also smart. With solid advice on fostering a growth mind-set, assessing risk, and creating unique selling propositions (USPs).

**Tatum, Doug. *No Man’s Land: What To Do When Your Company Is Too Big To Be Small but Too Small To Be Big*. Portfolio. 244p. ISBN 978-1-59184-172-2. \$24.95.**

Financial and tech consultant Tatum’s detailed consideration of how to widen your small business imparts systematic advice for overcoming all difficulties facing the small-business owner.

## U.S. ECONOMY

**Frank, Robert H. *Falling Behind: How Rising Inequality Harms the Middle Class*. Univ. of California. 168p. ISBN 978-0-520-25252-3. pap. \$19.95.**

Economist Frank argues that though middle-class American families aren’t earning much more than they were a few decades ago, they are spending considerably more, a pattern he attributes primarily to the context of seeing and emulating the spending habits of the rich. Although the book eventually turns into an argument in favor of a progressive consumption tax, along the way it provides valuable insight into middle-class spending, saving, and security.

**Newman, Katherine S. & Victor Tan Chen. *The Missing Class: Portraits of the Near Poor in America*. Beacon, dist. by Houghton. 288p. ISBN 978-0-8070-4139-0. \$24.95.**

Sociologist Newman and journalist Chen alert readers to the 57 million Americans existing on the razor-thin margin between poverty and middle-class life. The authors successfully combine their research with illuminating personal interviews.

## WOMEN & BUSINESS/FINANCE

**Bridgforth, Glinda. *Girl, Get Your Credit Straight: A Sister’s Guide to Ditching Your Debt, Mending Your Credit, and Building a Strong Financial Future*. Broadway. 352p. ISBN 978-0-7679-2248-7. \$19.95.**

Bridgforth’s book, the third in a series (after *Girl, Make Your Money Grow!*), is aimed primarily at African American women but offers helpful and understandable information for a larger audience. The sidebars

on how women in particular tend to get into credit trouble and ways they can increase their financial knowledge and reign in their spending habits are especially notable.

**Cohen, Carol Fishman & Vivian Steir Rabin. *Back on the Career Track: A Guide for Stay-at-Home Moms Who Want To Return to Work*. Warner Business. 282p. ISBN 978-0-446-57820-2. \$24.99.**

For women like themselves who have rejoined the workforce after a prolonged absence, the authors detail seven main steps for reentry (e.g., assessing options and channeling support), also profiling six women who have successfully relaunched their careers. The result is a highly practical and well-written guide. (*LJ* 5/15/07)

**Hewlett, Sylvia Ann. *Off-Ramps and On-Ramps: Keeping Talented Women on the Road to Success*. Harvard Business School. 288p. ISBN 978-1-4221-0102-5. \$29.95.**

Hewlett (founding president, Ctr. for Work-Life Policy) examines why many women exit their careers—taking “off-ramps” (leaving altogether) or “scenic routes” (opting to work part-time), often during critical, competitive times. She also provides valuable suggestions for companies hoping to retain talented employees of any gender.

**Holmes, Ann M. *There’s a Business in Every Woman: A 7-Step Guide to Discovering, Starting, and Building the Business of Your Dreams*. Ballantine. 304p. ISBN 978-1-4000-6488-5. \$22.95.**

Economist and workplace expert Holmes’s (*Creating a Life*) no-nonsense guide detailing seven steps to creating a successful business is based on her own experiences and on those of her employees. She highlights the importance of understanding and using your core competencies, building an organized infrastructure from the start, and planning for and managing your growth.

## WORK/LIFE BALANCE

**Alboher, Marci. *One Person/Multiple Careers: How the “Slash Effect” Can Work for You*. Warner Business. 256p. ISBN 978-0-446-69697-5. pap. \$14.99.**

In this optimistic how-to for finding work and life success, author/speaker/coach Alboher (who obviously walks the “slash effect” talk) describes the mind-set necessary to begin, improve, and reinvent yourself in numerous career roles. She also gives practical advice for starting slowly, leveraging incongruous combinations among your different roles, and avoiding overload; short key points in each chapter set in boldface text make for easy reading. ■