Lathrop's reading list

The beautiful thing about reading lists is they cannot be MECE (McKinsey slang for "mutually exclusive, completely exhaustive") even if you know precisely the topic. And the more interesting, complicated, systems problems completely defy that attempt. So, my list is biased and focused on the broad topic of Work, Workers, and Workplaces, aka, the "work experience."

It is sorely lacking in many potent books I have forgotten to note, simply forgotten, period, or have intentionally left off in favor of some brevity.

One observation…the *most important books are seldom the most newest*. This is the simple truth of the "business book du jour" syndrome, with hundreds, if not more, published daily. And don't even *talk* to me about blog posts, webinars, and tweets, as I get a headache. In my view, most business books contribute more noise than true substance, and are probably worth a decent white paper more than a full book.

However, the most powerful current readings do break new ground, almost always by standing on the shoulders of great thinking from others, in the age old tradition. That said, there are gems hidden in the noise and finding these is a worthy effort. If you know one, let me know.

I make no attempt here to recommend where to start or where a personal sort will lead you, but it **will** lead you. I highlighted some of the strongest ones, to me. I am MOST appreciative of your suggestions of powerful outliers and tremendous classics I need to read.

Recent (I find this category reaches back further each year)

"Everyware"
Adam Greenfield, 2006

"The Design of Business"
"The Opposable Mind"
Roger Martin, 2009, 2007

"Digital Ground"
Malcolm McCullough, 2005

"The Singularity is Near"…
Ray Kurzweil, 2006

"The Lexus and the Olive Tree"
"The World is Flat"
Thomas Friedman, 2000 and 2007

"Change by Design"
Tim Brown, 2009

"China Road"
Rob Gifford, 2007

"Honest Signals… how they shape our world"
Sandy Pentland, 2008

"What Technology Wants"
Kevin Kelly, 2011 (destined for classic status)

"The Post American World"
Fareed Zakaria, 2009 (essential reading)

"A Whole New Mind"
"Drive"
Daniel Pink, 2006, 2009

"The Art of Innovation"
"The Ten Faces of Innovation"
Tom Kelley, 2001, 2005

"People Analytics"
Ben Waber, 2013

"Designing Interactions"
Bill Moggridge, 2007

"The Drunkards Walk… how randomness rules our lives"
Leonard Moldinow, 2008

"How"
Dov Seidman, 2007

"Creating a Lean Culture"
David Mann, 2010

"Design Driven Innovation"
Roberto Verganti, 2009

"The Design of Design… essays from a computer scientist"
Frederick Brooks, 2010

"The Neuromancer" (great example of Shlain's point in "Art and Physics"
William Gibson, 1989

"Complex Adaptive Systems" (warning… good book, heavy read)
John Miller & Scott Page, 2007

"The Nature of Technology…what it is and how it evolves"
W. Brian Arthur, 2009

"Business Model Generation… a handbook"
Alex Osterwalder and Yves Pigneur, 2010

"Reality Check"
Guy Kawasaki, 2008

"The Triple Bottom Line"
Andrew Savitz, 2006

"What Technology Wants"
Kevin Kelly, 2011

"The Discipline of Market Leaders"
Treacy and Wiersema, 2008

"The Back of the Napkin"
Dan Roam, 2009

"Zag"
"The Brand Gap"
Mary Neumeier, 2005

"Hamlet's Blackberry"
William Powers, 2010

"Wabi-Sabi"
Leonard Koren, 2008

"The Brand Gap"
"Zag"
Marty Neumeier 2005, 2006

"101 Design Methods"
Vijay Kumar, 2012

"Materials and Design… the art and science of material selection in product design"
Mike Ashby and Kara Johnson, 2009

"The Growth Map… emerging vs. growth markets"
Jim O'Neil, 2011

"Reverse Innovation"
Vijay Govindarajan, Chris Trimble, Indra Nooyi

"Designing for Growth… a design thinkers tool kit for managers"
Jeanee Liedtke and Tim Oglivie, 2011

Classic

Of course, one person's "classic" is another person's bird cage lining. So, maybe less "classic" and more "influential" is the header. True classics are few and far between and there are several on here, but you decide. You won't go too far wrong on any of these.

As you scan this list, you'll notice there was a great deal from the mid-90s. This research reflects "round one" of the knowledge, experience and practice base on which most of the "workplace strategies" activities of today are based. Hence, to my domain focus, they're important.

I've resisted the temptation to put these in categories. The best books can fit in many and stimulate your thinking across many, so you're on your own. I didn't put anything on here unless I really, really like it.

"Leadership and the New Science"
Margaret J. Wheatley, 1992

"The Rise of the Creative Class"
Richard Florida, 2003

"The Knowledge Creating Company"
Ikujiro Nonaka, 1995

"The Living Company"
Arie DeGeus, 1997

"Rise of the Knowledge Worker"
James W. Cortada, editor, 1998

"Requisite Organization"
Elliott Jacques, 1989

"The Age of Unreason"
"The Age of Paradox"
Charles Handy, 1991, 1995

"A Pattern Language"
"The Timeless Way of Building"
Christopher Alexander, et al, 1977, 1979 (Pattern Language is the key book on this entire list, to me… buy it, read it, discuss it, apply it)

"Art and Physics"
"The Alphabet vs. the Goddess"
Leonard Schlain, 1993, 1998

"Reinventing the Workplace"
Frank Becker and Michael Joroff, 1995

"Workplace by Design"
Frank Becker and Fritz Steele, 1994

"The Total Workplace"
Frank Becker, 1990

"The New Office"
Frank Duffy, 1997

"The Office; a facility based on change"
Robert Probst, 1968

"Managing the Evolving Corporation"
Langdon Morris, 1995

"Working Knowledge"
Tom Davenport and Larry Prusak, 1998

"Information Architects"
Richard Saul Wurman, 1997

"Envisioning Information"
"The Visual Display of Quantitative Information"
Edward Tufte, 1991, 2001

"The Art of the Long View"
Peter Schwartz, 1991

"Managing Change and Transition"
Harvard Business School Press

"Leading Change" (readable and critical by the godfather of organizational change)
"Forces for Change"
John Kotter, 1996

"Physical Settings and Organization Development" (impossible to find; started the field)
"A Sense of Place"
Fritz Steele, 1973, 1981

"Design for the Real World, Human Ecology and Social Change"
Victor Papanek, 1985

"No More Teams"
Michael Schrage, 1995

"How Buildings Learn"
Stewart Brand, 1995

"The Death and Life of Great American Cities"
Jane Jacobs, 1961

"The Art of Seeing"
"Flow"1990
Mihaly Csikszentmihalyi & Rick Robinson

"The Fifth Discipline: The Art & Practice of the Learning Organization"
Peter Senge, 1993

"First, Break All the Rules"
Buckingham & Coffman, 1999

"The Invisible Computer"
Donald A. Norman, 1999

"Excellence By Design"
Horgen, Joroff, Porter, Schon 1999

"Organizational Architecture"
David Nadler, 1992

"Shared Minds"
Michael Schrage, 1990

"Orbiting the Giant Hairball"
 Gordon MacKenzie, 1998

"The New Urbanism"
Peter Katz, 1993

"The Innovator's Dilemma"
Clayton Christensen, 1997

"The Social Life of Information"
"Seeing Differently"
John Seely Brown, 2000

"Plans And Situated Actions"
Lucy Suchman, 1987