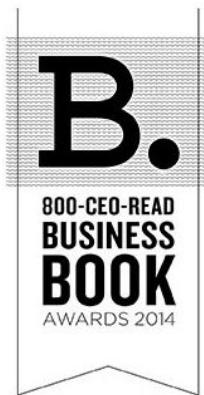


November 13, 2014

NEWS:

([HTTP://INTHEBOOKS.800CEOREAD.COM/CHANNELS/NEWS/1](http://inthebooks.800ceoread.com/channels/news/1)) The 800-CEO-READ Business Book Awards Longlist

Filed under: Publishing Industry (<http://inthebooks.800ceoread.com/categories/publishing-industry/1>) - Dylan @ 9:30 AM



The culling process we undertake during the awards process is always painful. As great as it is to dive into the stacks and discover some books for the first time, and *rediscover* and revisit some past favorites from the year, there are always ones left behind, books that get laid back down softly on our desks with care instead of thrown back in a box on the floor. There is a list of books just as long as the list of books that made it here that caused us real distress to leave off—that we want to stand behind and will in other ways.

The books you'll find below, however, there is absolutely no distress in actually choosing. They are, we believe, the best of the year 2014.

LEADERSHIP & MANAGEMENT

- Flex: The New Playbook for Managing Across Difference (<http://800ceoread.com/products/flex-jane-hyun-audrey-lee-english?selected=11931>) by Jane Hyun and Audrey S. Lee, HarperBusiness
- Leaders Eat Last: Why Some Teams Pull Together and Others Don't (<http://800ceoread.com/products/leaders-eat-last-simon-sinek-english?selected=12788>) by Simon Sinek, Portfolio
- On the Edge: The Art of High-Impact Leadership (<http://800ceoread.com/products/on-the-edge-alison-levine-english?selected=7568>) by Alison Levine, Business Plus
- The Road to Reinvention: How to Drive Disruption and Accelerate Transformation (<http://800ceoread.com/products/road-to-reinvention-josh-linkner-english?selected=16911>) by Josh Linkner, Jossey-Bass
- Scaling Up Excellence: Getting to More Without Settling for Less (<http://800ceoread.com/products/scaling-up-excellence-hayagreeva-rao-huggy-rao-robert-i-sutton-english?selected=7430>) by Robert I. Sutton and Huggy Rao, Crown Business

ENTREPRENEURSHIP

- The Bright Continent: Breaking Rules & Making Change in Modern Africa (<http://800ceoread.com/products/bright-continent-dayo-olopade-english?selected=18419>) by Dayo Olopade, Houghton Mifflin Harcourt
- Crazy is a Compliment: The Power of Zigging When Everyone Else Zags (<http://800ceoread.com/products/crazy-is-a-compliment-linda-rottenberg-english?selected=18749>) by Linda Rottenberg, Portfolio
- The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators (<http://800ceoread.com/products/freaks-shall-inherit-the-earth-chris->

brogan-english?selected=18577) by Chris Brogan, Wiley

- The Hard Thing About Hard Things: Building A Business When There Are No Easy Answers (<http://800ceoread.com/products/hard-thing-about-hard-things-ben-horowitz-english?selected=6975>) by Ben Horowitz, HarperBusiness
- The Responsible Entrepreneur: Four Game-Changing Archetypes for Founders, Leaders, and Impact Investors (<http://800ceoread.com/products/responsible-entrepreneur-carol-sanford-english?selected=20921>) by Carol Sanford, Jossey-Bass

FINANCE & ECONOMICS

- Capital in the Twenty-First Century (<http://800ceoread.com/products/capital-in-the-twenty-first-century-illustrated-thomas-piketty-english?selected=21127>) by Thomas Piketty, Belknap Press
- Flash Boys: A Wall Street Revolt (<http://800ceoread.com/products/flash-boys-michael-lewis-english?selected=20560>) by Michael Lewis, W.W. Norton & Company
- How the Poor Can Save Capitalism: Rebuilding the Path to the Middle Class (<http://800ceoread.com/products/how-the-poor-can-save-capitalism-john-hope-bryant-english?selected=21245>) by John Hope Bryant, Berrett-Koehler
- Money: The Unauthorized Biography (<http://800ceoread.com/products/money-illustrated-felix-martin-english?selected=18813>) by Felix Martin, Alfred A. Knopf
- Open Secret: The Global Banking Conspiracy That Swindled Investors Out of Billions (<http://800ceoread.com/products/open-secret-illustrated-erin-avedlund-english?selected=59664>) by Erin Arvedlund, Portfolio

MARKETING

- Hooked: How to Build Habit-Forming Products (<http://800ceoread.com/products/hooked-nir-eyal-english?selected=35351>) by Nir Eyal, Portfolio
- The Humor Code: A Global Search for What Makes Things Funny (<http://800ceoread.com/products/humor-code-peter-mc-graw-joel-warner-english?selected=53130>) by Peter McGraw and Joel Warner, Simon & Schuster
- The Sonic Boom: How Sound Transforms the Way We Think, Feel, and Buy (<http://800ceoread.com/products/sonic-boom-joel-beckerman-tyler-gray-english?selected=21448>) by Joel Beckerman and Tyler Grey, Houghtin Mifflin Harcourt
- Value Proposition Design: How to Create Products and Services Customers Want (<http://800ceoread.com/products/value-proposition-design-illustrated-alexander-osterwalder-yves-pigneur-patricia-papadacos-gregory-bernarda-alan-smith-english?selected=38143>) by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, and Alan Smith, Wiley
- **What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest** (<http://800ceoread.com/products/what-great-brands-do-denise-lee-yohn-english?selected=7643>) by Denise Lee Yohn, Jossey-Bass

SALES

- Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling (<http://800ceoread.com/products/aligning-strategy-and-sales-frank-v-cespedes-english?selected=22387>) by Frank V. Cespedes, Harvard Business Review Press
- Brief: Make a Bigger Impact by Saying Less (<http://800ceoread.com/products/brief->

joseph-mc-cormack-english?selected=12827) by Joseph McCormack, Wiley

- Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar (<http://800ceoread.com/products/duct-tape-selling-john-jantsch-english?selected=16490>) by John Jantsch, Portfolio
- UnSelling: The New Customer Experience (<http://800ceoread.com/products/unselling-scott-stratten-english?selected=25088>) by Scott Stratten and Alison Kramer, Wiley
- When Buyers Say No: Essential Strategies for Keeping a Sale Moving Forward (<http://800ceoread.com/products/when-buyers-say-no-tom-hopkins-ben-katt-english?selected=6084>) by Tom Hopkins and Ben Katt, Business Plus

PERSONAL DEVELOPMENT

- The End of Absence: Reclaiming What We've Lost in a World of Constant Connection (<http://800ceoread.com/products/end-of-absence-michael-harris-english?selected=18550>) by Michael Harris, Current
- Essentialism: The Disciplined Pursuit of Less (<http://800ceoread.com/products/essentialism-greg-mc-keown-english?selected=6722>) by Greg McKeown, Crown Business
- #girlboss (<http://800ceoread.com/products/girlboss-illustrated-sophia-amoruso-english?selected=21986>) by Sophia Amoruso, Portfolio
- Mind Gym: Achieve More by Thinking Differently (<http://800ceoread.com/products/mind-gym-sebastian-bailey-octavius-black-english?selected=33579>) by Sebastian Bailey, Ph.D. and Octavius Black, HarperOne
- Things a Little Bird Told Me: Confessions of the Creative Mind (<http://800ceoread.com/products/things-a-little-bird-told-me-biz-stone-english?selected=16150>) by Biz Stone, Grand Central Publishing

INNOVATION & CREATIVITY

- How Not to Be Wrong: The Power of Mathematical Thinking (<http://800ceoread.com/products/how-not-to-be-wrong-jordan-ellenberg-english?selected=22692>) by Jordan Ellenberg, The Penguin Press
- How We Got To Now: Six Innovations That Made the Modern World (<http://800ceoread.com/products/how-we-got-to-now-steven-johnson-english?selected=36821>) by Steven Johnson, Riverhead Books
- The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution (<http://800ceoread.com/products/innovators-walter-isaacson-english?selected=34523>) by Walter Isaacson, Simon & Schuster
- Powers of Two: Finding the Essence of Innovation in Creative Pairs (<http://800ceoread.com/products/powers-of-two-joshua-wolf-shenk-english?selected=34537>) by Joshua Wolf Shenk, Houghton Mifflin Harcourt
- The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies (<http://800ceoread.com/products/second-machine-age-erik-brynjolfsson-andrew-mc-afee-english?selected=13101>) by Erik Brynjolfsson and Andrew McAfee, W. W. Norton & Company

GENERAL BUSINESS

- The Glass Cage: Automation and Us (<http://800ceoread.com/products/glass-cage->

nicholas-carr-english?selected=34672) by Nicholas Carr, W.W. Norton & Company

- Information Doesn't Want to Be Free: Laws for the Internet Age (<http://800ceoread.com/products/information-doesnt-want-to-be-free-cory-doctorow-english?selected=59668>) by Cory Doctorow, McSweeney's
- The Intel Trinity: How Robert Noyce, Gordon Moore and Andy Grove Built the World's Most Important Company (<http://800ceoread.com/products/intel-trinity-michael-malone-english?selected=18783>) by Michael S. Malone, HarperBusiness
- Roadside MBA: Back Road Lessons for Entrepreneurs, Executives and Small Business Owners (<http://800ceoread.com/products/roadside-mba-michael-mazzeo-paul-oyer-scott-schaefer-english?selected=16744>) by Michael Mazzeo, Paul Oyer, & Scott Schaefer, Business Plus
- The Soft Edge: Where Great Companies Find Lasting Success (<http://800ceoread.com/products/soft-edge-rich-karlgaard-english?selected=16371>) by Rich Karlgaard, Jossey-Bass

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