

November 8, 2018

NEWS & OPINION:

([HTTPS://INTHEBOOKS.800CEOREAD.COM/CHANNELS/NEWS/1](https://inthebooks.800ceoread.com/channels/news/1)) The 2018 800-CEO-READ Business Book Awards Longlist

By: 800-CEO-READ (https://inthebooks.800ceoread.com/articles/by_author/800-CEO-READ) @ 9:15 AM – Filed under: Big Ideas & New Perspectives (<https://inthebooks.800ceoread.com/categories/big-ideas---new-perspectives/1>), Current Events & Public Affairs (<https://inthebooks.800ceoread.com/categories/current-events---public-affairs/1>), Innovation & Creativity (<https://inthebooks.800ceoread.com/categories/innovation---creativity/1>), Leadership & Strategy (<https://inthebooks.800ceoread.com/categories/leadership---strategy/1>), Management & Workplace Culture (<https://inthebooks.800ceoread.com/categories/management---workplace-culture/1>), Marketing & Sales (<https://inthebooks.800ceoread.com/categories/marketing---sales/1>), Narrative & Biography (<https://inthebooks.800ceoread.com/categories/narrative-biography/1>), Personal Development & Human Behavior (<https://inthebooks.800ceoread.com/categories/personal-development---human-behavior/1>), Publishing Industry (<https://inthebooks.800ceoread.com/categories/publishing-industry/1>), The Company (<https://inthebooks.800ceoread.com/categories/the-company/1>)



We received over 600 submissions to our annual business book awards this year. It was intellectually invigorating, and incredibly challenging, making our way through that veritable mountain of books. If you can possibly do something similar to that as a company, we'd highly recommend it. The immersion into and exchange of ideas, and literal opening up of different perspectives as we open up those books, has caused us—as it does every year—to reflect on our own business in productive and powerful ways.

Discussing the books, our General Manager Sally Haldorson stated that:

This year's longlist represents a rich diversity of authors and publishers that push the boundaries of the genre, framing 'business' as less transactional and more holistically inclusive of psychology, sociology, economics, politics, and the humanities. As we try to make sense of this world in transition, these forty books ensure we consider the broadest range of viewpoints as we search for solutions.

Our CEO Rebecca Schwartz added:

Rejecting the immediate for the immersive is, in fact, a better way to gain an understanding of our current moment, to gain perspective and make meaning of it all. For in the act of giving over to someone else's story, be it through literature or nonfiction, we can focus less on the latest outrage and more on the humanity between the covers in our hands.

The books of 2018 have been as helpful in challenging business at this inflection point in our history as it has in championing new approaches and ideas to move it forward. The following forty books offer a great balance of both approaches.

In the **LEADERSHIP & STRATEGY** category:

- **Clarity First: How Smart Leaders and Organizations Achieve Outstanding Performance** (<https://800ceoread.com/products/clarity-first-karen-martin-english?selected=811490>) by Karen Martin, McGraw-Hill Education
- **Dare to Lead: Brave Work. Tough Conversations. Whole Hearts.** (<https://800ceoread.com/products/dare-to-lead-brene-brown-english?selected=813815>) by Brené Brown, Random House
- **Farsighted: How We Make the Decisions That Matter the Most** (<https://800ceoread.com/products/farsighted-steven-johnson-english?selected=815025>) by Steven Johnson, Riverhead Books

- Growth IQ: Get Smarter About the Choices That Will Make or Break Your Business (<https://800ceoread.com/products/growth-iq-tiffani-bova-english?selected=813654>) by Tiffani Bova, Portfolio
- This Is Day One: A Practical Guide to Leadership That Matters (<https://800ceoread.com/products/this-is-day-one-drew-dudley-english?selected=814284>) by Drew Dudley, Hachette Books

In the **MANAGEMENT & WORKPLACE CULTURE** category:

- Dream Teams: Working Together Without Falling Apart (<https://800ceoread.com/products/dream-teams-shane-snow-english?selected=812399>) by Shane Snow, Portfolio
- Dying for a Paycheck: How Modern Management Harms Employee Health and Company Performance—and What We Can Do About It (<https://800ceoread.com/products/dying-for-a-paycheck-jeffrey-pfeffer-english?selected=810430>) by Jeffrey Pfeffer, Harper Business
- The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth (<https://800ceoread.com/products/fearless-organization-amy-c-edmondson-english?selected=816973>) by Amy C. Edmondson, Wiley
- It Doesn't Have to Be Crazy at Work (<https://800ceoread.com/products/it-doesnt-have-to-be-crazy-at-work-jason-fried-david-heinemeier-hansson-english?selected=814821>) by Jason Fried & David Heinemeier Hansson, Harper Business
- That's What She Said: What Men Need to Know (and Women Need to Tell Them) About Working Together (<https://800ceoread.com/products/thats-what-she-said-joanne-lipman-english?selected=810351>) by Joanne Lipman, William Morrow

In the **MARKETING & SALES** category:

- **Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies** (<https://800ceoread.com/products/fusion-denise-lee-yohn-english?selected=809855>) by Denise Lee Yohn, Nicholas Brealey
- The Snowball System: How to Win More Business and Turn Clients into Raving Fans (<https://800ceoread.com/products/snowball-system-mo-bunnell-english?selected=813542>) by Mo Bunnell, PublicAffairs
- Story Driven: You Don't Need to Compete When You Know Who You Are (<https://800ceoread.com/products/story-driven-bernadette-jiwa-english?selected=812239>) by Bernadette Jiwa, Perceptive Press

- **Subscribed: Why the Subscription Model Will Be Your Company's Future—and What to Do About It** (<https://800ceoread.com/products/subscribed-tien-tzuo-gabe-weisert-english?selected=812221>) by Tien Tzuo with Gabe Weisert, Portfolio
- **This Is Marketing: You Can't Be Seen Until You Learn to See** (<https://800ceoread.com/products/this-is-marketing-seth-godin-english?selected=814184>) by Seth Godin, Portfolio

In the **INNOVATION & CREATIVITY** category:

- **Creative Quest** (<https://800ceoread.com/products/creative-quest-questlove-english?selected=812057>) by Questlove, Ecco Press
- **Elastic: Flexible Thinking in a Time of Change** (<https://800ceoread.com/products/elastic-leonard-mlodinow-english?selected=812078>) by Leonard Mlodinow, Pantheon Books
- **Leapfrog: The New Revolution for Women Entrepreneurs** (<https://800ceoread.com/products/leapfrog-nathalie-molina-nino-sara-grace-english?selected=814922>) by Nathalie Molina Niño with Sara Grace, TarcherPerigee
- **Mismatch: How Inclusion Shapes Design** (<https://800ceoread.com/products/mismatch-kat-holmes-english?selected=816000>) by Kat Holmes, MIT Press
- **Unsafe Thinking: How to Be Nimble and Bold When You Need It Most** (<https://800ceoread.com/products/unsafe-thinking-jonah-sachs-english?selected=809702>) by Jonah Sachs, Da Capo Lifelong Books

In the **PERSONAL DEVELOPMENT & HUMAN BEHAVIOR** category:

- **The Art of Gathering: How We Meet and Why It Matters** (<https://800ceoread.com/products/art-of-gathering-priya-parker-english?selected=812658>) by Priya Parker, Riverhead Books
- **Failing Up: How to Take Risks, Aim Higher, and Never Stop Learning** (<https://800ceoread.com/products/failing-up-leslie-odom-english?selected=812161>) by Leslie Odom, Jr., Feiwel & Friends
- **In Praise of Wasting Time** (<https://800ceoread.com/products/in-praise-of-wasting-time-alan-lightman-english?selected=813478>) by Alan Lightman, TED Books
- **So You Want to Talk About Race** (<https://800ceoread.com/products/so-you-want-to-talk-about-race-ijeoma-oluo-english?selected=812707>) by Ijeoma Oluo, Seal Press

- **When: The Scientific Secrets of Perfect Timing**
(<https://800ceoread.com/products/when-daniel-h-pink-english?selected=807597>) by Daniel H. Pink, Riverhead Books

In the **CURRENT EVENTS & PUBLIC AFFAIRS** category:

- **Brotopia: Breaking Up the Boys' Club of Silicon Valley**
(<https://800ceoread.com/products/brotopia-emily-chang-english?selected=811316>) by Emily Chang, Portfolio
- **Gigged: The End of the Job and the Future of Work**
(<https://800ceoread.com/products/gigged-sarah-kessler-english?selected=813924>) by Sarah Kessler, St. Martin's Press
- **The Pan-Industrial Revolution: How New Manufacturing Titans Will Transform the World** (<https://800ceoread.com/products/pan-industrial-revolution-richard-d-aveni-english?selected=815760>) by Richard D'Aveni, Houghton Mifflin Harcourt
- **Silicon City: San Francisco in the Long Shadow of the Valley**
(<https://800ceoread.com/products/silicon-city-cary-mc-clelland-english?selected=816231>) by Cary McClelland, W.W. Norton & Company
- **Silicon States: The Power and Politics of Big Tech and What It Means for Our Future** (<https://800ceoread.com/products/silicon-states-lucie-greene-english?selected=813662>) by Lucie Greene, Counterpoint

In the **NARRATIVE & BIOGRAPHY** category:

- **American Prison: A Reporter's Undercover Journey into the Business of Punishment** (<https://800ceoread.com/products/american-prison-shane-bauer-english?selected=815475>) by Shane Bauer, Penguin Press
- **Dopesick: Dealers, Doctors, and the Drug Company that Addicted America**
(<https://800ceoread.com/products/dopesick-illustrated-beth-macy-english?selected=814834>) by Beth Macy, Little, Brown and Company
- **Heartland: A Memoir of Working Hard and Being Broke in the Richest Country on Earth** (<https://800ceoread.com/products/heartland-sarah-smarsh-english?selected=815465>) by Sarah Smarsh, Scribner
- **The Kings of Big Spring: God, Oil, and One Family's Search for the American Dream** (<https://800ceoread.com/products/kings-of-big-spring-bryan-mealer-english?selected=811662>) by Bryan Mealer, Flatiron Books
- **Temp: How American Work, American Business, and the American Dream Became Temporary** (<https://800ceoread.com/products/temp-louis-hyman-english?selected=817128>) by Louis Hyman, Viking

And, in the **BIG IDEAS & NEW PERSPECTIVES** category:

- 21 Lessons for the 21st Century (<https://800ceoread.com/products/21-lessons-for-the-21st-century-yuval-noah-harari-dr-english?selected=815441>) by Yuval Noah Harari, Spiegel & Grau
- Give People Money: How a Universal Basic Income Would End Poverty, Revolutionize Work, and Remake the World (<https://800ceoread.com/products/give-people-money-annie-lowrey-english?selected=814178>) by Annie Lowrey, Crown
- The Job: Work and Its Future in a Time of Radical Change (<https://800ceoread.com/products/job-ellen-ruppel-shell-english?selected=816002>) by Ellen Ruppel Shell, Currency
- New Power: How Power Works in Our Hyperconnected World—And How to Make It Work for You (<https://800ceoread.com/products/new-power-jeremy-heimans-henry-timms-english?selected=807363>) by Jeremy Heimans & Henry Timms, Doubleday
- Winners Take All: The Elite Charade of Changing the World (<https://800ceoread.com/products/winners-take-all-anand-giridharadas-english?selected=813486>) by Anand Giridharadas, Knopf

We will be announcing the winners of each of these eight categories on December 4th. Those eight category winners will make up the shortlist for the overall winner, the 800-CEO-READ Business Books of the Year. The winner will be announced at an event on January 17th in New York City, where we will also be celebrating the fifth Annual Jack Covert Award for Contribution to the Business Book Industry.

Stay tuned here for both of those announcements.

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