

Ian Berry's Top 21 recommended business books for people who want to change what's normal should read

Asacker, Tom; **The Business of Belief** - How the world's best marketers, designers, salespeople, coaches, fundraisers, educators, entrepreneurs and other leaders get us to believe, Library of Congress, 2013

Chapman Bob; Sisodia Raj; **Everybody Matters The Extraordinary Power of Caring for Your People Like Family**, Portfolio Penguin, 2015

Charlesworth, Ric; **The Coach**, Pan Macmillan Australia Pty Limited, 2001

Duhigg, Charles; **The Power of Habit - why we do what we do and how to change**, Random House Publishers 2013

Elkington, John; Hartigan, Pamela; **The Power of Unreasonable People**, Harvard Business Press, 2008

Farber, Steve; **The Radical Leap**, Dearborn Trade Publishing, 2004

Gladwell, Malcolm; **The Tipping Point**, Abacus, 2000

Godin, Seth; **Purple Cow**, Portfolio, a member of Penguin Group, 2003

Goldsmith, Marshall; **What Got You Here Won't Get You There**, Hyperion, 2007

Harford, Tim; **Adapt**, Little Brown, 2011

Heffernan, Margaret; **Willful Blindness**, Simon & Shuster, 2011

Kahneman, Daniel; **Thinking, Fast and Slow**, Penguin Books, 2011

Laloux, Frederic; **Reinventing organisations**, Nelson Parker, 2014

Leonhard, Gerd; **Technology vs. Humanity The coming clash between man and machine**, Fast Future Publishing Ltd 2016

McKeown, Greg; **essentialism The Disciplined Pursuit of Less**, Virgin Books, 2014

Peters, Tom; **Re-imagine! Business Excellence in a Disruptive Age**, Dorling Kindersley Limited, 2003

Pink, Daniel; **A Whole New Mind**, Allen & Unwin, 2005

Roberts, Kevin; **the future beyond brands lovemarks**, Murdoch Books, 2004

Robinson, Ken; **The Element**, Penguin Books, 2009

Sheahan, Peter, Williamson, Julie, Thurbon, Dom; **Matter - Move Beyond The Competition, Create More Value, and Become The Obvious Choice**, Ebury Press, 2016

Sinek, Simon; **Start With Why**, Portfolio, a member of Penguin Group (USA) Inc. 2009