



International Association of Conference Center Administrators

Recommended Reading List

Not For Profit Purpose and Governance

Brinkerhoff, Peter C *Mission-Based Management: Leading Your Not-for-Profit into the 21st Century.*

New York: John Wiley, 1994 revised and updated 2009.

Carver, John. *Boards that Make a Difference: A New Design for Leadership in Nonprofit and Public Organizations*, 2nd Edition.

San Francisco: Jossey-Bass, 1997.

Conrad, William R. Jr. *The New Effective Voluntary Board of Directors: What It Is and How It Works.*

Athens, Ohio: Swallow Press/Ohio University Press, 2003.

Scott, Katherine Tyler. *Creating Caring & Capable Boards: Reclaiming the Passion for Active Trusteeship.*

San Francisco: Jossey-Bass, 2000.

Trower, Cathy A., *Govern More, Manage Less: Harnessing the Power of Your Nonprofit Board*

BoardSource, 2nd Edition, 2010.

Trower, Cathy A., *The Practitioner's Guide to Governance as Leadership: Building High-Performing Nonprofit Boards*

Jossey-Bass, 2012.

Leadership and Development

The Arbinger Institute, Leadership and Self Deception

San Francisco, CA: Berrett-Koehler, 2nd Edition, 2009

The Arbinger Institute, The Anatomy of Peace

Oakland, CA: Berrett-Koehler, 2nd Edition, 2015

The Arbinger Institute, The Outward Mindset

Oakland, CA: Berrett-Koehler, 2016

Bradbury, Travis. *Emotional Intelligence 2.0*

San Diego, CA: Talent Smart, 2009.

Carnegie, Dale. *How to Win Friends & Influence People.*

Revised Edition. Dorothy Carnegie, Editorial Consultant; Arthur R. Pell, Editorial Assistance.
New York: Pocket Books, 1981.

Covey, Stephen R. *The Seven Habits of Highly Effective People: Restoring the Character Ethic.*

New York: Simon and Schuster, 1989.

Covey, Stephen M. R. *The Speed of Trust: The One Thing That Changes Everything.*

New York: The Free Press, 2006.

DePree, Max. *Leadership Is an Art.*

New York: Dell, 1990.

Friedman, Edwin H. *A Failure of Nerve: Leadership in the Age of the Quick Fix.*

Seabury Books, 2007.

George, Bill. *Discover Your True North .*

Hoboken, NJ: John Wiley & Sons, 2015.

Gladwell, Malcolm. *David and Goliath: Underdogs, Misfits and the Art of Battling Giants.*

Back Bay Books, Reprint 2015.

Goleman, Daniel. *Emotional Intelligence: Why it Can Matter More than IQ.*

New York, NY: Bantam Books, 1995.

Herman, Roger E. and Joyce L. Goia. *How to Become an Employer of Choice.*

Winchester, VA: Oakhill Press, 2000.

Leader to Leader. San Francisco: Jossey- Bass Publishers.

A highly-respected quarterly periodical available from Jossey-Bass.

Kegan, Robert and Lisa Laskow Lahey. *Immunity to Change: How to Overcome It and Unlock the Potential in Yourself and Your Organization (Leadership for the Common Good).*

Harvard Business Review Press, 2009.

Keiper, William. *The Power of Urgency: Playing to Win with Proactive Urgency.*

Scottsdale, AZ: First Global Partners, 2013.

Lencioni, Patrick M. *Silos, Politics, and Turf Wars: A Leadership Fable about Destroying the Barriers that Turn Colleagues into Competitors.*

San Francisco: Jossey-Bass, 2006.

Lencioni, Patrick M. *Death by Meeting: A Leadership Fable About Solving the Most Painful Problem in Business.*

Jossey-Bass, 2007

Lencioni, Patrick M. *The Five Dysfunctions of a Team: A Leadership Fable.*

Jossey-Bass, 2011

Lencioni, Patrick M. *The Four Obsessions of An Extraordinary Executive: A Leadership Fable.*
Jossey-Bass, 2010.

Lencioni, Patrick M. *The Advantage: Why Organizational Health Trumps Everything Else in Business.*
Jossey-Bass, 2012.

Maxwell, John C. *Sometimes You Win, Sometimes You Learn: Life's Greatest Lessons are Learned From Our Losses.*
Center Street, 2013.

Maxwell, John C. *The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You.*
Nashville, TN: Thomas Nelson, Reprint 2007

Miller, Mark and Blanchard, Ken. *Great Leaders Grow: Becoming a Leader for Life.*
Berrett-Koehler Publishers, 2012.

Miller, Mark. *The Heart of Leadership: Becoming a Leader People Want to Follow.*
Berrett-Koehler Publishers, 2013.

Nanus, Bert and Stephen M. Dodds. *Leaders Who Make a Difference: Essential Strategies for Meeting the Nonprofit Challenge.*
San Francisco: Jossey-Bass, 1999.

O'Toole, James. *Leading Change: Overcoming the Ideology of Comfort and the Tyranny of Custom.*
San Francisco: Jossey-Bass Publishers, 1995.

Patterson, Kerry, et al., *Crucial Confrontations.*
McGraw Hill Professional, 2005.

Patterson, Kerry, et al., *Crucial Conversations: Tools for Talking When Stakes are High.*
McGraw Hill Professional, 2011.

Patterson, Kerry, et al. *Influencer: The New Science of Leading Change.*
McGraw Hill Education, 2013.

Rath, Tom. *Strengths Finder 2.0.*
New York: Gallup Press, 2007.

Schaefer, Ann Wilson and Dianne Fassel. *The Addictive Organization.*
New York: Harper & Row, 1990 (1988).

Shaw, Hadyn. *Sticking Points: How to Get 4 Generations Working Together in the 12 Places they Come Apart.*
Tyndale House Publishers, Inc., 2012

Welch, Jack and Suzy Welch. *Winning.*

New York: HarperBusiness Publishers, 2005.

Wiseman, Liz. *Multipliers: How the Best Leaders May Everyone Smarter.*

Harper Business, 201

Finance and Funding

Bell, J.; Masaoka, J. and Zimmerman, S. *Nonprofit Sustainability: Making Strategic Decisions for Financial Sustainability.*

Jossey-Bass, 2010.

Eisenstein, Amy. *50 Asks in 50 Weeks: A Guide to Better Fundraising for your Small Development Shop.*

CharityChannel Press, 2010.

Eisenstein, Amy. *Raising More with Less: An Essential Fundraising Guide for Non-Profit Professionals and Board Members.*

CharityChannel Press, 2012.

Rothschild, Steve *The Non Nonprofit: For-Profit Thinking for Nonprofit Success.*

Jossey-Bass, 2012.

Marketing

Godin, Seth. *Permission Marketing.*

Simon & Schuster, New York, 1999

Goodman, Gail F. *Engagement Marketing: How Small Business Wins in a Socially Connected World.*

Wiley, 2012.

Haim, Alexander. *Marketing for Dummies.*

4th Edition, 2014.

Haydon, John, et al. *Facebook Marketing For Dummies.*

3rd Edition, 2012.

Jantsch, John. *The Referral Engine: Teaching Your Business to Market Itself.*

Portfolio, Reprint 2012.

Jantsch, John. *Duct Tape Selling: Think Like a Marketer – Sell Like a Superstar.*

Portfolia, 2014.

Leroux Miller, Kivi. *The Nonprofit Marketing Guide.*

Jossey-Bass, San Francisco, CA 2010.

Leroux Miller, Kivi. *Content Marketing for Non-Profits.*

Jossey-Bass, 2013.

Portnoy, Dan. *Non-Profit Narrative: How Telling Stories Can Change the World.*
PMG Press, 2012.

Vaynerchuk, Gary. *The Thank You Economy.*
Harper Collins, New York 2011.

Organization Development, Strategy and Delivery

Collins, James C. *Good to Great: Why Some Companies Make the Leap – and Others Don't.*
New York: HarperBusiness, 2001.

Collins, Jim. *Great by Choice: Uncertainty, Chaos, and Luck—Why Some Thrive Despite them All.*
HarperBusiness, 2011

Gladwell, Malcolm. *The Tipping Point : How Little Things Can Make a Big Difference.*
Boston: Little, Brown, 2000.

Palmer, Parker J. *The Courage to Teach: Exploring the Inner Landscape of a Teacher's Life.*
San Francisco: Jossey-Bass, 1998.

Hospitality

Allen, Teresa. *Common Sense Service.*
Lapressco Printing, 2010.

The Disney Institute and Theodore Kinney. *Be Our Guest.*
Disney Editions, 2011.

Miller, Jack E., John R. Walker, and Karen Eich Drummond. *Supervision in the Hospitality Industry.*
Hoboken, NJ: John Wiley & Sons, 2002.

Molt, Mary. *Food for Fifty.*
Upper Saddle River, NJ: Prentice Hall, 2001.

Sturman, Michael C. and Corgel, Jack B. *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice.*
Wiley, 2011.

Facility Development and Maintenance

Whyman, Wynne. *Outdoor Site and Facility Management: Tools for Creating Memorable Places.*
Champaign, IL: Human Kinetics, 2008.