



WOMEN on the RISE

BRAVA! Awards honor 30 female CEOs to watch

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NEW YORK

smart CEO

THE entrepreneur ISSUE

required reading for growing companies

How a former civics teacher grew a \$125 million company
built from scratch

booked up
What New York CEOs are reading this summer

How to recognize the warning signs
beating burnout

DAVID LIU
Co-founder, Chairman and CEO



XO Group Inc.



CARLEY RONEY
Co-founder and Chief Content Officer

LABOR of LOVE

How NYU film school grads turned a single business course and a penchant for disruption into a game-changing corporation





hardcover analysis

If you're looking for an edge, book a trip to the library

When you're at the summit of a company, it's hard to be introspective. Day after day, a new crisis emerges, a recent success is celebrated or a long-term vision finally comes to fruition. However, some CEOs find the time to slow down, put up their feet and read a good book. Experience breeds knowledge — this is true. But these local business leaders realize that taking the time to hit the books pays off in the long term.

WHY BUSINESS PEOPLE SPEAK LIKE IDIOTS: A Bullfighter's Guide

by Brian Fugere, Chelsea Hardaway and Jon Washawsky



SCOTT CULL-ATHER, founder and global managing partner, inVNT

We all use some of the inane phrases that the authors lambast so thoroughly — so it's a good read because it leaves you feeling even more determined than usual to speak, write and communicate in a clear and true way. Through real life examples and observations of many of the world's most famous and infamous leaders, you learn about how to effectively communicate to your employees, customers, clients and key stakeholders. The book is a tangible example of the messaging the authors are trying to get across. To quote one of my favorite authors and New York native, E.B. White, "make every word tell." This book reminds us of the importance of that quote. It's memorable, thought provoking

and filled with easy reminders to help us take the "corporate speak" out of our businesses in order to create an emotional connection and become a more effective leader.

A bullfighter's guide
Why some entrepreneurs communicate more effectively than others is largely a matter of style. Some speak in a clear and direct way, while others speak in a convoluted and confusing way. This book is a guide to the latter style, showing you how to avoid it and speak in a clear and direct way. It's a must-read for anyone who wants to be a more effective leader.

Why business people speak like idiots

BLINK: The Power of Thinking Without Thinking

by Malcolm Gladwell



JOSH WEISS, CEO, TelApp

Malcolm Gladwell examines the process of rapid cognition and elucidates the

power and significance inherent in the associations that one makes in the blink of an eye. Gladwell demonstrates the benefits that this type of thinking has and posits that "there can be as much value in the blink of an eye as in months of rational analysis," while illustrating the universally held assumption that "the quality of a decision is directly related to the time and effort that went into making it" is deeply flawed. Gladwell explains that people are wary of snap judgments and are inclined to trust only those conclusions that are drawn from conscious rationalizations. [The book] aims to convince readers that "decisions made very quickly can be every bit as good as decisions made cautiously and deliberately" and that sometimes "first impressions can offer a much better means of making sense of the world." Ultimately, the conclusion Gladwell draws is that if the power of thinking without thinking can be trained, the implications for business, as well as for many other facets of everyday life, are immense.



THE SLIGHT EDGE: Turning Simple Disciplines Into Massive Success

by Jeff Olson



ERIC SCOTT, CEO, Dolphin Micro, Inc.

Life is but a collection of days, and everyone gets the same number of days in a week, weeks in a month and months in a year. What makes some people so much more successful using the same amount of time that we all get? The most successful people tend to identify important, high-value goals and move toward them in small ways every day, over long periods of time. *The Slight Edge* uncovers philosophies and patterns of behavior that cause us to shape our lives, one day at a time. Working backward, it walks you through looking at the world differently to help you craft a philosophy in harmony with your goals and dreams. It teaches how your philosophies can be used to alter your attitude and change those small, daily actions that over time massively impact your life. *The Slight Edge* is a fast read that explores how to harness the power of time itself to literally change your life. More than any other book, the ideas in *The Slight Edge* have stayed with me for years, influencing both my thinking and my actions.

COWBOY ETHICS:

What Wall Street Can Learn From The Code Of The West

by James P. Owen



KEVIN HARNEY, principal and CEO, Stalco Construction

Looking for a way to reinforce the company's family-like team spirit and stress the importance of personal responsibility and initiative in our trusting management environment, I reached for ideas from a book I enjoyed reading as an avid horseback rider and American history buff: *Cowboy Ethics*. In the book, financier and fellow horseman Owen shares his perspective on how the traditional Western and cowboy concepts of personal responsibility, hard work, "doing the right thing" and "no excuses" can be applied to business and management practices.

BUILT TO SELL: Creating a Business That Can Thrive Without You

by John Warriow and Bo Burlingham



CAROLINE CENIZA-LEVINE, co-founder, SixFigureStart

Even though I am not building a business to sell, I keep the *Built To Sell* philosophy in mind, which encourages entrepreneurs to design offerings and processes that can exist without you — that can be delegated to someone else, that can be easily