



# Reading LIST

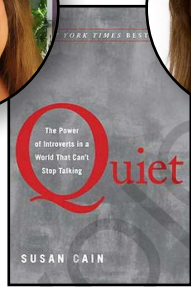




**Bonnie Lappin**  
The Lappin Company




**Nikki Levy**  
Alkermes



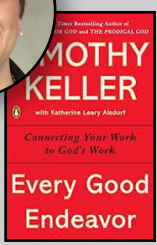
**Quiet**  
SUSAN CAIN

**What are they reading for their careers?**  
The PharmaVOICE 100 are continually curious and are always eager to expand their knowledge base. This is a sample of their professional reading list.


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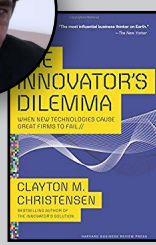
**Dr. Susan Atkinson**  
PPD




**Every Good Endeavor**  
MOTHY KELLER



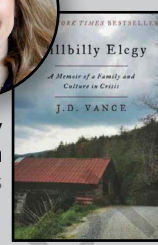
**Dr. Daniel Auclair**  
MMRF



**INNOVATOR'S DILEMMA**  
CLAYTON M. CHRISTENSEN



**Kathy Biberstein**  
Alkermes




**Billy Elegg**  
J.D. VANCE



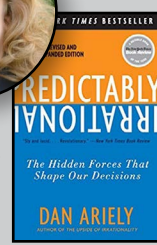
**Kim Carpenter**  
HCB Health




**CREATIVITY, INC.**  
ED CATMULL



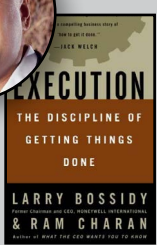
**Lisa Courtade**  
Merck



**PREDICTABLY IRRATIONAL**  
DAN ARIELY



**Shabbir Dahod**  
TraceLink



**EXECUTION**  
LARRY BOSSIDY



**Sharon DeBacco**  
Ironwood




**THINKING, FAST AND SLOW**  
DANIEL KAHNEMAN



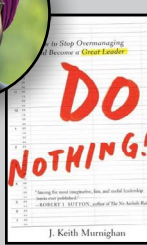
**Stephanie DeViteri**  
Tonic Communications




**Thrive**  
ARIANNA HUFFINGTON



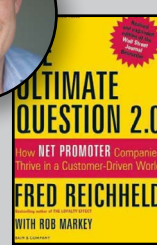
**Dr. Sanjit Singh Lamba**  
Eisai




**DO NOTHING!**  
J. Keith Murnighan



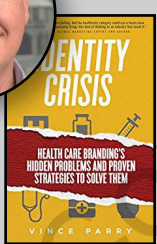
**John Lopos**  
Triple Threat



**ULTIMATE QUESTION 2.0**  
FRED REICHHELD



**Peter Marchesini**  
Alamo Pharma Services




**IDENTITY CRISIS**  
VINCE PARRY



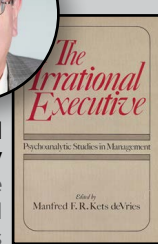
**Graham Mills**  
Digitas Health



**ONE + ONE = THREE**  
DAVE TROTT



**Dr. Michael Murphy**  
Worldwide Clinical Trials




**The Irrational Executive**  
Manfred F.R. Kets de Vries



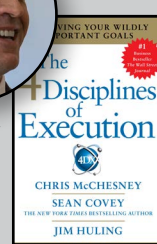
**Chris Perkin**  
Alta Sciences



**THE GREAT GAME OF BUSINESS**  
Jack Stack



**Dr. Sy Pretorius**  
Parexel




**7 Disciplines of Execution**  
CHRIS MCHESNEY



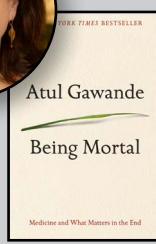
**Melinda Richter**  
JLABS



**THE UNDOING PROJECT**  
MICHAEL LEWIS



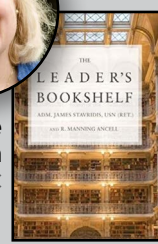
**Johanna Skilling**  
OCHWW



**Being Mortal**  
Atul Gawande



**Annette Stenhagen**  
UBC



**THE LEADER'S BOOKSHELF**  
ADAM JAMES STAVROS



**MAKE YOUR BED**  
WILLIAM H. MURRAY



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