

THE READING LIST

The following are the books on the reading lists of the PharmaVOICE 100.

Please visit accessfyi.com to order books from Amazon.com. (Note: Books are listed in alpha order by author's last name.)**NON-FICTION**

Memo to the President: How We Can Restore America's Reputation and Leadership • Madeleine Albright
Making it all Work: Winning at the Game of Work and the Business of Life • David Allen
Who Goes First?: The Story of Self-Experimentation in Medicine • Lawrence K. Altman
It's Not About the Bike: My Journey Back to Life • Lance Armstrong and Sally Jenkins
Illusions: The Adventures of A Reluctant Messiah • Richard Bach
The Perfect Mile: Three Athletes, One Goal, and Less Than Four Minutes to Achieve It • Neal Bascomb
Snake Oil Science: The Truth about Complementary and Alternative Medicine • R. Barker Bausell
Selling the Invisible • Harry Beckwith
Flight of the Buffalo: Soaring to Excellence, Learning to Let Employees Lead • James A. Belasco, Ralph C. Stayer
The Mission, the Men, and Me: Lessons from a Former Delta Force Commander • Pete Blaber
The Servant Leader • Ken Blanchard and Phil Hodges
Execution: The Discipline of Getting Things Done • Larry Bossidy and Ram Charan
Virus of the Mind: The New Science of the Meme • Richard Brudie First, Break All the Rules: What the World's Greatest Managers Do Differently • Marcus Buckingham and Curt Coffman
The Big Switch: Rewiring the World, from Edison to Google • Nicholas Carr
Keeping Faith: Memoirs of a President • Jimmy Carter
Internet Marketing: Strategy, Implementation and Practice • Dave Chaffey
The Family Nurse • Lydia Maria Child
The Innovator's Prescription: A Disruptive Solution for Health Care • Clayton M. Christensen, Jerome H. Grossman, Jason Huang
House of Cards: A Tale of Hubris and Wretched Excess on Wall Street • William D. Cohan
Good to Great: Why Some Companies Make the Leap...and Others Don't • Jim Collins
How the Mighty Fall: And Why Some Companies Never Give In • Jim Collins
Younger Next Year: Live Strong, Fit, and Sexy—Until You're 80 and Beyond • Chris Crowley and Henry S. Lodge
Flow • Mihaly Csikszentmihalyi
The Case Against Israel's Enemies • Alan Dershowitz
Guns, Germs, and Steel: The Fates of Human Societies • Jared Diamond
Embracing Defeat: Japan in the Wake of World War II • John W. Dower
Comrade J: The Untold Secrets of Russia's Master Spy in America After the End of the Cold War • Pete Earley
Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life • Paul Ekman
Thank God It's Monday!: How to Create a Workplace You and Your Customers Love • Roxanne Emmerich
The Story of Clif Bar, Inc.: A Journey Toward Sustaining Your Business, Brand, People, Community, and the Planet • Gary Erickson
Civil War: Army vs. Navy, A Year Inside College Football's Purest Rivalry • John Feinstein
The Ascent of Money: A Financial History of the World • Niall Ferguson
The Thirteen American Arguments: Enduring Debates That Define and Inspire Our Country • Howard Fineman
1864: Lincoln at the Gates of History • Charles Bracelen Flood
The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life • Richard Florida
Rain: What a Paperboy Learned about Business • Jeffrey J. Fox
Always Looking Up: The Adventures of an Incurable Optimist • Michael J. Fox
From Jesus to Christ: The Origins of the New Testament Images of Christ • Paula Fredriksen
Total Leadership: Be a Better Leader, Have a Richer Life • Stewart D. Friedman
World is Flat: A Brief History of the Twenty-first Century • Thomas L. Friedman
Scipio Africanus: Rome's Greatest General • Richard A. Gabriel
Mirrors: Stories of Almost Everyone • Eduardo Galeano
Ernie Davis, the Elmira Express: The Story of a Heisman Trophy Winner • Robert C. Gallagher
Buddha or Bust • Perry Garfinkel
The Barefoot Contessa Cookbook • Ina Garten
How to Think like Leonardo Da Vinci: Seven Steps to Genius Every Day • Michael J. Gelb
Blink: The Power of Thinking without Thinking • Malcolm Gladwell
Outliers: The Story of Success • Malcolm Gladwell

The Tipping Point: How Little Things Can Make a Big Difference • Malcolm Gladwell
Tribes: We Need You to Lead Us • Seth Godin
The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance • Adrian Gostick and Chester Elton
The Photographer: Into War-Torn Afghanistan with Doctors Without Borders • Emmanuel Guibert
Welcome to Biotech Nation • Moira A. Gunn
Letters of a Civil War Nurse: Cornelia Hancock, 1863-1865 • Cornelia Hancock
The End of Faith: Religion, Terror, and the Future of Reason • Sam Harris
God Is Not Great: How Religion Poisons Everything • Christopher Hitchens
History of the Supreme Court • Peter Irons
The Authentic Leader: It's About Presence, Not Position • David Irvine and Jim Reger
Wisdom of Teams: Creating the High-Performance Organization • Jon R. Katzenbach and Douglas K. Smith
Reward Systems: Does Yours Measure Up? • Steve Kerr
Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant • W. Chan Kim, Renee Mauborgne, and Renee Mauborgne
A Sense of Urgency • John Kotter
Shadow Divers: The True Adventure of Two Americans Who Risked Everything to Solve One of the Last Mysteries of World War II • Robert Kurson
President Ronald Reagan's Initial Actions Project • Arthur B. Laffer
The Art of Happiness: A Handbook for Living • Dalai Lama and Howard C. Cutler
Remember Every Name Every Time: Corporate America's Memory Master Reveals His Secrets • Mark Lasswell
This Is Your Brain on Music: The Science of a Human Obsession • Daniel J. Levitin
Home Game: An Accidental Guide to Fatherhood • Michael Lewis
The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal • Jim Loehr and Tony Schwartz
Heroic Living: Discover Your Purpose and Change the World • Chris Lowmyer
When All Hell Breaks Loose: Stuff You Need to Survive When Disaster Strikes • Cody Lundin and Russ Miller
Lone Survivor: The Eyewitness Account of Operation Redwing and the Lost Heroes of SEAL Team 10 • Marcus Luttrell
Long Walk to Freedom: The Autobiography of Nelson Mandela • Nelson Mandela
West with the Night • Beryl Markham
The Lakota Way: Stories and Lessons for Living: Native American Wisdom on Ethics and Character • Joseph M. Marshall III
Developing the Leader Within You • John C. Maxwell
Developing the Leaders Around You • John C. Maxwell
Brave Companions: Portraits in History • David G. McCullough
Born to Run: A Hidden Tribe, Superathletes, and the Greatest Race the World Has Never Seen • Christopher McDougall
The Breakthrough Company: How Everyday Companies Become Extraordinary Performers • Keith R. McFarland
Primal Leadership: Realizing the Power of Emotional Intelligence • Annie McKee, Daniel Goleman and Richard Boyatzis
Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School • John Medina
Strong Fathers, Strong Daughters: 10 Secrets Every Father Should Know • Meg Meeker
Master Your Metabolism • Jillian Michaels
Everyday Enlightenment: The Twelve Gateways to Personal Growth • Dan Millman
Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results • Jack Mitchell
Up in the Old Hotel and Other Stories • Joseph Mitchell
Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers • Geoffrey A. Moore
Dreams from My Father: A Story of Race and Inheritance • Barack Obama
Instant Turnaround: Getting People Excited about Coming to Work and Working Hard • Harry Paul and Ross Reck
The Last Lecture • Randy Pausch and Jeffrey Zaslow
A Bed of Red Flowers: In Search of My Afghanistan • Nelofer Pazira
Piccottrends: The Small Forces Behind Tomorrow's Big Changes • Mark Penn
A Passion for Excellence: The Leadership Difference • Tom Peters and Nancy Austin

No Limits: The Will to Succeed • Michael Phelps and Alan Abramson
Redefining Health Care: Creating Value-Based Competition on Results • Michael E. Porter and Elizabeth Olmsted Teisberg
History in a Glass: Sixty Years of Wine Writing from Gourmet • Ruth Reichl
A Champion's Mind: Lessons from a Life in Tennis • Pete Sampras, Peter Bodo, and Mark Deakins
The Snowball: Warren Buffett and the Business of Life • Alice Schroeder
The Genie in the Bottle: 67 All-New Commentaries on the Fascinating Chemistry of Everyday Life • Joe Schwarcz
House of Mondavi: The Rise and Fall of an American Wine Dynasty • Julia Flynn Siler
Data Modeling Essentials • Graeme Simsion and Graham Witt
It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose • Roy M. Spence, Jr.
The Great Game of Business • Jack Stack
The Social Transformation of American Medicine: The Rise of a Sovereign Profession and the Making of a Vast Industry • Paul Starr
Wicked Plants: The Weed That Killed Lincoln's Mother and Other Botanical Atrocities • Amy Stewart
Play: How It Shapes the Brain, Opens the Imagination, and Invigorates the Soul • Stuart Brown Stuart and Christopher Vaughan
The No Asshole Rule: Building a Civilized Workplace and Surviving One That Isn't • Robert I. Sutton
Foiled by Randomness: The Hidden Role of Chance in Life and in the Markets • Nassim Nicholas Taleb
Wikinomics: How Mass Collaboration Changes Everything • Don Tapscott and Anthony D. Williams
Quantum Success: The Astounding Science of Wealth and Happiness • Sandra Anne Taylor
The Power of Small: Why Little Things Make All the Difference • Linda Kaplan Thaler
The Power of Now: A Guide to Spiritual Enlightenment • Eckhart Tolle
The Nine: Inside the Secret World of the Supreme Court • Jeffrey Toobin
Hiring The Best • Nick White
Wooden • John Wooden
Perfectly Imperfect: A Life in Progress • Lee Woodruff
Journey to Self-Realization • Paramahansa Yogananda
The Art of Possibility: Transforming Professional and Personal Life • Rosamund Stone Zander and Benjamin Zander

FICTION

First Family • David Baldacci
Thank You For Smoking • Christopher Buckley
The Broken Window • Jeffery Deaver
The Pillars of the Earth • Ken Follett
Playing For Pizza • John Grisham
The Appeal • John Grisham
The Iliad • Homer
On the Road • Jack Kerouac
The Sign • Raymond Khoury
Why Are We in Vietnam? • Norman Mailer
Rhett Butler's People • Donald McCaig
Promise Not to Tell • Jennifer McManon
The Road • Cormac McCarthy
In Other Rooms, Other Wonders • Daniyal Mueenuddin
The English Patient • Michael Ondaatje
The 6th Target • James Patterson
Handle with Care • Jodi Picoult
My Sister's Keeper • Jodi Picoult
Nineteen Minutes • Jodi Picoult
Atlas Shrugged • Ayn Rand
The Fountainhead • Ayn Rand
Catcher in the Rye • J. D. Salinger
The Guernsey Literary and Potato Pie Society • Mary Ann Shaffer and Annie Barrows
The Lord of the Rings • J. R. R. Tolkien
Lincoln • Gore Vidal
The Story Edgar Sawtelle • David Wroblewski
The Shack • William P. Young

FAVORITE AUTHORS

Richard Bach
 John Berendt
 Dan Brown
 James M. Cain
 Orson Scott Card
 Raymond Chandler
 Michael Crichton
 Tom Clancy
 Harlan Coben
 Janet Evanovich
 Vince Flynn
 Frederick Forsyth
 Jeffrey Fox
 Ian Fleming
 John Gardner
 Seth Godin
 John Grisham
 Dashiell Hammett
 Thich Nhat Hanh
 Napoleon Hill
 Jeff Jarvis
 David Kilcullen
 Robert Ludlum
 Og Mandino
 Walter Mosley
 Chuck Palahniuk
 James Patterson
 James Peterson
 Jodi Picoult
 Arturo Perez-Reverte
 Nassim Nicholas Taleb
 Carlos Ruiz Zafón
 Zig Ziglar

Get personal with Catalina.

At Catalina Health Resource, we know that when messages are delivered by someone trusted, they get heard. That's why with Catalina, each of your messages is personally delivered by the patient's own pharmacy — right at the time patients are most open to receiving it.

Whether you choose our signature print program, PatientLink,[®] or any of our other personalized products, you'll be educating and influencing the 125 million patients we touch. One at a time.



The World's Largest Personalized Health Media Network[™]

catalinahealthresource.com