

R. J. Gallagher & Associates, Inc.

Celebrating twenty-five years serving CPA Firms
Practice Management, Marketing and Educational Services

2009 Recommended Reading List for CPA Firm Management

"The great object of education should be commensurate with the object of life" Ralph Waldo Emerson



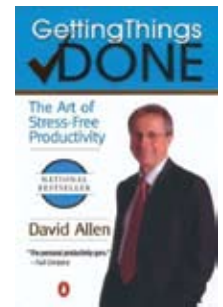
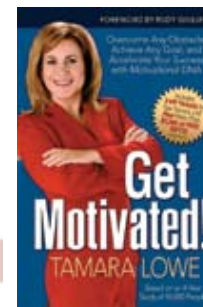
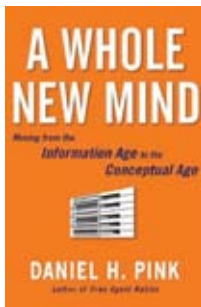
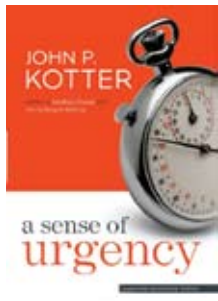
Robert J. Gallagher

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Pittsburgh, Pennsylvania

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Bob Gallagher's Top 2009 Recommended Books for CPA Firm Management



A Sense of Urgency by John P. Kotter

A Whole New Mind by Daniel Pink

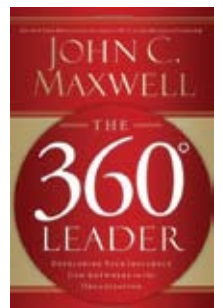
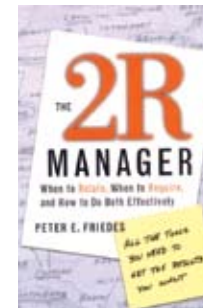
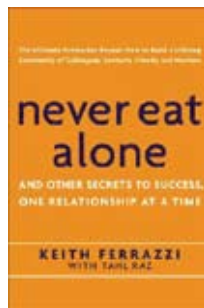
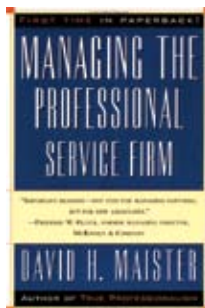
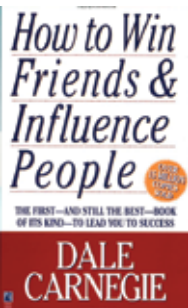
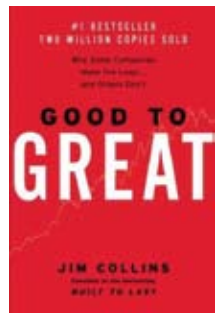
Becoming an Extraordinary Manager: The 5 Essentials for Success by Leonard Sandler

Dare to Prepare - How to Win Before You Begin by Ronald M. Shapiro

Five Minds for the Future by Howard Gardner

Get Motivated! Overcome Any Obstacle, Achieve Any Goal and Accelerate Your Success by Tamara Lowe

Getting Things Done by David Allen



Good to Great: Why Some Companies Make the Leap and Others Don't by Jim Collins

How to Win Friends & Influence People by Dale Carnegie

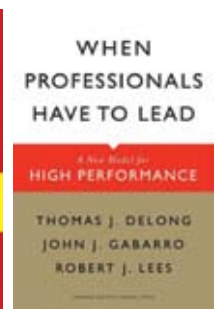
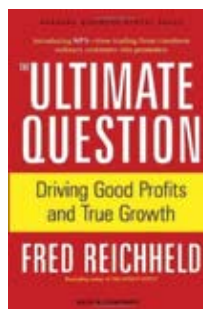
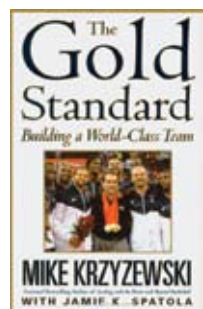
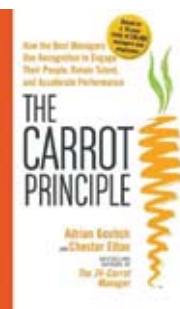
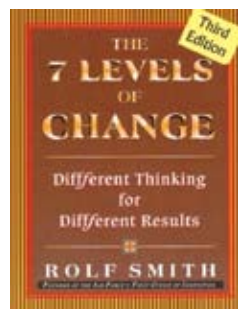
Managing the Professional Service Firm by David Maister

Never Eat Alone and Other Secrets to Success, One Relationship at a Time by Keith Ferrazzi and Tahl Raz

Strengths-Based Leadership by Tom Rath, Barry Conchie

The 2R Manager: When to Relate, When to Require, and How to Do Both Effectively by Peter R. Friedes

The 360 Degree Leader: Developing Your Influence From Anywhere in the World by John C. Maxwell



The 7 Levels of Change: Different Thinking for Different Results by Rolf Smith

The Carrot Principle: How the Best Managers Use Recognition To Engage Their Employees, Retain Talent, and Drive Performance by Adrian Gostick & Chester Elton

The Gold Standard: Building a World-Class Team by Mike Krzyzewski

The Speed of Trust: The One Thing That Changes Everything by Stephen M. R. Covey & Rebecca R. Merrill

The Three Laws of Performance: Rewriting the Future of Your Organization and Your Life by Steve Zaffron and Dave Logan

The Ultimate Question - Driving Good Profits and True Growth by Fred Reichheld

When Professionals Have to Lead by Thomas J. DeLong, John J. Gabarro, Robert J. Lees

“Management is doing things right; leadership is doing right things.” Peter F. Drucker

All I Really Need To Know I Learned In Kindergarten by *Robert Fulghum*
 Becoming an Extraordinary Manager: The 5 Essentials for Success by *Leonard Sandler*
 Compensation is a Strategic Asset by *August J. Aquila, Ph.D. and Coral Rice*
 Emotional Intelligence by *Daniel Goleman*
 Fifth Wave Leadership: The Internal Frontier by *Morris R. Shechtman*
 First Among Equals: How To Manage A Group of Professionals by *Patrick J. McKenna & David H. Maister*
 Fish! A Remarkable Way To Boost Morale and Improve Results by *Stephen C. Lundin, Harry Paul & John Christensen*
 Five Minds for the Future by *Howard Gardner*
 Grow Your Own Leaders by *William C. Byham, Audrey B. Smith, Matthew J. Paese*
 How Successful People Think: Change Your Thinking, Change Your Life by *John C. Maxwell*
 Hug Your People: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results by *Jack Mitchell*
 Leaders: Strategies For Taking Charge by *Warren Bennis and Burt Nanus*
 Managing by Values by *Dr. Ken Blanchard, Michael O’Connor, Jim Ballard*
 Managing People Is Like Herding Cats: Warren Bennis On Leadership by *Warren Bennis*
 Measures of Success - What Remarkable Associations Do That Others Don’t by *American Society of Association Executives, foreword by Jim Collins*
 Now, Discover Your Strengths by *Marcus Buckingham & Donald O. Clifton*
 On Becoming a Leader by *Warren Bennis*
 Overcoming the Five Dysfunctions of A Team: A Field Guide For Leaders, Managers, and Facilitators by *Patrick M. Lencioni*
 Securing the Future: Building a Succession Plan for Your Firm by *William L. Reeb, CPA*
 Teamwork Through Flexible Leadership by *Rex P. Gatto, PH.D.*
 The 7 Habits of Highly Effective People by *Stephen R. Covey*
 The 7 Levels of Change: Different Thinking for Different Results by *Rolf Smith*
 The 8th Habit: From Effectiveness To Greatness by *Stephen R. Covey*
 The 21 Indispensable Qualities of A Leader: Becoming the Person Others Will Want To Follow by *John C. Maxwell*
 The 360 Degree Leader: Developing Your Influence From Anywhere in the Organization by *John C. Maxwell*
 The Carrot Principle by *Adrian Gostick and Chester Elton*
 The Difference Maker: Making Your Attitude Your Greatest Asset by *John C. Maxwell*
 The Five Dysfunctions of A Team: A Leadership Fable by *Patrick M. Lencioni*
 The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary by *Mark Sanborn*
 The Go Point: When It’s Time to Decide—Knowing What to Do and When to Do It by *Michael Useem*
 The Go-Giver by *Bob Burg and John David Mann*
 The Gold Standard: Building a World-Class Team by *Mike Krzyzewski*
 The One Minute Manager by *Dr. Ken Blanchard & Spencer Johnson, M.D.*
 The Ultimate Gift by *Jim Stovall*
 What Got You Here Won’t Get You There: How Successful People Become Even More Successful by *Marshall Goldsmith with Mark Reiter*
 When Professionals Have to Lead: A New Model for High Performance by *Thomas J. Delong, John J. Gabarro, Robert J. Lees*
 Who Moved My Cheese? An Amazing Way To Deal with Change In Your Work and In Your Life by *Spencer Johnson & Ken H. Blanchard*
 Wooden On Leadership by *John Wooden*
 Your Leadership Legacy: Why Looking Toward the Future Will Make You a Better Leader Today by *Robert M. Galford and Regina Fazio Maruca*

“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.” Stephen R. Covey

A Hand To Guide Me by *Denzel Washington*
 A Whole New Mind: Why Right-Brainers Will Rule the Future by *Daniel H. Pink*
 Accountability by *Rob Lebow & Randy Spitzer*
 Aligning the Stars by *Jay W. Lorsch & Thomas J. Tierney*
 Balanced Scorecard Step-By-Step: Maximizing Performance and Maintaining Results by *Paul R. Niven*
 Blink: the Power of Thinking Without Thinking by *Malcolm Gladwell*
 Built To Last: Successful Habits of Visionary Companies by *Jim Collins & Jerry I. Porras*
 Competitive Advantage by *Michael E. Porter*
 Crucial Conversations: Tools for Talking When Stakes are High by *Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler, Stephen R. Covey*
 DARE to PREPARE: How to Win Before You Begin! by *Ronald M. Shapiro*
 Don’t Sweat the Small Stuff At Work by *Richard Carlson*
 Eat That Frog! 21 Great Ways To Stop Procrastinating and Get More Done In Less Time by *Brian Tracy*
 Execution: the Discipline of Getting Things Done by *Larry Bossidy, Ram Charan & Charles Burck*
 First, Break All the Rules: What the World’s Greatest Managers Do Differently by *Marcus Buckingham & Curt Coffman*
 Flight of the Buffalo: Soaring To Excellence, Learning To Let Employees Lead by *James A. Belasco & Ralph C. Stayer*
 Getting To Yes: Negotiating Agreement Without Giving In by *Roger Fisher, William Ur, Bruce Patton*
 Getting Things Done: The Art of Stress-Free Productivity by *David Allen*
 Good To Great: Why Some Companies Make the Leap and Others Don’t by *Jim Collins*
 High Five! The Magic of Working Together by *Ken Blanchard and Sheldon Bowles*
 How Full Is Your Bucket? Positive Strategies For Work and Life by *Tom Rath & Donald O. Clifton*
 Influencer: The Power to Change Anything by *Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, Al Switzler*
 Leading Change by *John P. Kotter*
 Making It All Work: Winning at the Game of Work and Business of Life by *David Allen*
 Managing the Professional Service Firm by *David H. Maister*

“Your character determines who you are. Who you are determines what you see. What you see determines what you do. That’s why you can never separate a leader’s character from his actions.” John C. Maxwell

Michael E. Porter On Competition by *Michael E. Porter*
Monday Morning Leadership: 8 Mentoring Sessions You Can’t Afford to Miss by *David Cottrell*
Nudge: Improving Decisions About Health, Wealth, and Happiness by *Richard H. Thaler*
Our Iceberg Is Melting - Changing and Succeeding Under Any Condition by *John Kotter & Holger Rathgeber*
Practice What You Preach: What Managers Must Do To Create A High Achievement Culture by *David H. Maister*
Predictably Irrational: The Hidden Forces That Shape Our Decisions by *Dan Ariely*
Professional’s Guide To Value Pricing by *Ronald J. Baker*
StrengthsFinder 2.0 by *Tom Rath*
The 2R Manager: When To Relate, When To Require, and How To Do Both Effectively by *Peter E. Friedes*
The 7 Habits for Managers: Managing Yourself, Leading Others, Unleashing Potential by *Stephen R. Covey*
The Accountability Factor: The Buck Starts Here by *Alan M. Dobzinski*
The Back of the Napkin: Solving Problems and Selling Ideas with Pictures by *Dan Roam*
The Blue Zones: Lessons for Living Longer From the People Who’ve Lived the Longest by *Dan Buettner*
The Carrot Principle: How the Best Managers Use Recognition To Engage Their People... by *Adrian Gostick & Chester Elton*
The Discipline of Market Leaders: Choose Your Customers, Narrow Your Focus, Dominate Your Market by *Michael Treacy & Fred Wiersema*
The E-Myth Revisited: Why Most Small Businesses Don’t Work and What To Do About It by *Michael E. Gerber*
The Firm of the Future : A Guide For Accountants, Lawyers, and Other Professional Services by *Paul Dunn & Ronald J. Baker*
The First Time Manager by *Loren B. Becker and Gary S. Topchik*
The Gold Standard: Building a World-Class Team by *Mike Krzyzewski*
The Momentum Effect: How to Ignite Exceptional Growth by *J. C. Larreche*
The Power of Full Engagement: Managing Energy, Not Time, Is the Key To High Performance and Personal Renewal by *Jim Loehr & Tony Schwartz*
The Pursuit of Wow! by *Tom Peters*
The Smart Manager’s F.A.Q. Guide: A Survival Handbook For Today’s Workplace by *Rex P. Gatto*
The Speed of Trust: The One Thing That Changes Everything by *Stephen M. R. Covey & Rebecca R. Merrill*
The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive In the New Business Environment by *Robert S. Kaplan & David P. Norton*
The Three Laws of Performance: Rewriting the Future of Your Organization and Your Life (J-B Warren Bennis Series) by *Steve Zaffron & Dave Logan*
The Time Paradox: The New Psychology of Time That Will Change Your Life by *Philip Zimbard*
The Tipping Point: How Little Things Can Make A Big Difference by *Malcolm Gladwell*
The Trusted Advisor by *David H. Maister, Charles H. Green, Robert M. Galford*
The World Is Flat: A Brief History of the Twenty-First Century by *Thomas L. Friedman*
True Professionalism by *David H. Maister*
Uncommon: Finding Your Path to Significance by *Tony Dungy, Nathan Whitaker*
Whale Done!: The Power of Positive Relationships by *Ken Blanchard*
When Professionals Have to Lead by *Thomas J. Delong, John J. Gabarro, Robert J. Lees*
Who Says Elephants Can’t Dance? Inside IBM’s Historic Turnaround by *Louis V. Gerstner, Jr.*
Zapp! The Lightning of Empowerment: How To Improve Productivity, Quality, and Employee Satisfaction by *William Byham, Ph.D. with Jeff Cox*

“In the choice between changing one’s mind and proving there’s no need to do so, most people get busy on the proof.” John Kenneth Galbraith

Attract Clients: A Financial Advisor’s Guide to Building and Running a Practice: 2nd Edition by *W. Lloyd Williams*
Client At the Core: Marketing and Managing Today’s Professional Services Firm by *August Aquila & Bruce W. Marcus*
Clued In: How To Keep Customers Coming Back Again and Again by *Lewis Carbone*
Customers For Life: How To Turn That One-Time Buyer Into A Lifetime Customer by *Carl Sewell & Paul B. Brown*
Dig Your Well Before You’re Thirsty: The Only Networking Book You’ll Ever Need by *Harvey Mackay*
Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders by *Adam Morgan*
Endless Referrals: Network Your Everyday Contacts Into Sales by *Bob Burg*
Heavy Hitter Selling: How Successful Salespeople Use Language and Intuition to Persuade Customers to Buy by *Steve W. Martin*
How To Become A Rainmaker: The Rules For Getting and Keeping Customers and Clients by *Jeffrey J. Fox*
Making Rain: The Secrets of Building Lifelong Client Loyalty by *Andrew Sobel*
Market Leadership Strategies For Service Companies by *Craig Terrill & Arthur Middlebrooks*
Marketing to the Social Web: How Digital Customer Communities Build Your Business by *Larry Weber*
Never Eat Alone: And Other Secrets to Success, One Relationship at a Time by *Keith Ferrazzi and Tahl Raz*
Power Up Your Profits: 31 Days To Better Selling by *Troy Waugh*
Powerful Proposals: How to Give Your Business the Winning Edge by *David G. Pugh and Terry R. Bacon*
Presentations Plus: David Peoples’ Proven Techniques by *David A. Peoples*
Raving Fans: A Revolutionary Approach To Customer Service by *Ken Blanchard & Sheldon Bowles*
Selling To the Top: David Peoples’ Executive Selling Skills by *David A. Peoples*
The Little Red Book of Sales Answers: 99.5 Real World Answers That Make Sense, Make Sales, and Make Money by *Jeffrey Gitomer*
The Ultimate Question: Driving Good Profits And True Growth by *Fred Reichheld*
What Clients Love: A Field Guide To Growing Your Business by *Harry Beckwith*
Word of Mouth Marketing: How Smart Companies Get People Talking, Revised Edition by *Andy Sernovitz*

“Destiny is not a matter of chance, but of choice. Not something to wish for, but to attain.” William Jennings Bryan

25th Anniversary • 1984-2009 serving the CPA Profession



The differentiator in today's competitive marketplace is "**knowledge**" and each professional needs to continue their "**thirst for knowledge**". As one endeavors to enhance their professional, management and leadership skills, it is extremely important to keep abreast of the current literature on the subjects which confront us on a daily basis. Satisfying this "**thirst for knowledge**" will be the "**hallmark of your continued success.**" The following list of books is recommended for CPA firm professionals. It is also recommended that firms consider implementing libraries and these selections are a great starting point. In the words of an ancient Chinese Proverb "*If you want 1 year of prosperity, grow grain. If you want 10 years of prosperity, grow trees. If you want 100 years of prosperity, grow people.*"

We will continue to update this list with new books and articles. The list is also available on our web site, www.rjgallagher.com. We welcome your suggestions regarding books that you have read that should be added to this list of recommended reading. I hope that you find this reading list helpful in your continued pursuit of excellence.

Finally, I have been asked several times over the years what are the most important attributes to be successful in business and other endeavors. My response has always been the following:

TRUST — Do what you said you were going to do! **Your word is your bond.**

COMPETENCE — Always raise the bar in expanding your **expertise**. Stay in the **major leagues!**

INSPIRATION — Be a **role model** and always assist others to achieve their **goals** and **dreams**.

***Best wishes for continued success and
we look forward to hearing from you.***

Biography

Currently the President of R. J. Gallagher & Associates, Inc., a Management and Educational Consulting Organization for CPA Firms, Robert J. Gallagher, CPA, formerly a Partner with Deloitte Touche and a Managing Partner of a Pittsburgh based medium-sized CPA firm, has spent over forty years in the accounting profession. For the past twenty-five years, he has been a management consultant to CPA Firms.

Bob has made several presentations to State Societies, Associations, CPA Firms and Conferences throughout the country. He has conducted operational reviews, facilitated partner retreats, assisted several hundred firms with their governance documents, succession planning, compensation plans and other consulting services.

Selected by Inside Public Accounting as one of the top consultants to the CPA profession in 2004, 2005, 2006, 2007 and 2008, Bob was also invited to participate as a speaker and facilitator from 1999 to 2007 at the annual Management Summit Conference. Bob is a member of the American Institute of CPAs, Pennsylvania Institute of CPAs, the Duquesne Club, Oakmont Country Club and has been President of The Western Pennsylvania Youth Basketball Club, Inc. for the past eighteen years.

R. J. G.

*About the cover:
Earth Inner City, a painting by St. Louis artist, Stan Solomon, was chosen for our cover because it depicts a state of explosive change similar to what the accounting profession has experienced in recent years.*

R. J. G.

PARTNERS

Aligning the Stars *by Jay W. Lorsch & Thomas J. Tierney*
Built to Last: Successful Habits of Visionary Companies *by Jim Collins & Jerry I. Porras*
Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer *by Carl Sewell & Paul B. Brown*
Dare to Prepare: How to Win Before You Begin! *by Ronald M. Shapiro*
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Professional's Guide to Value Pricing *by Ronald J. Baker*
Raving Fans: A Revolutionary Approach to Customer Service *by Ken Blanchard & Sheldon Bowles*
Selling to the Top: David Peoples' Executive Selling Skills *by David A. Peoples*
The 8th Habit: From Effectiveness to Greatness *by Stephen R. Covey*
The 360 Degree Leader: Developing Your Influence From Anywhere in the Organization *by John C. Maxwell*
The Accountability Factor: The Buck Starts Here *by Alan M. Dobzinski*
The Carrot Principal *by Adrian Gostick and Chester Elton*
The Pursuit of WOW! *by Tom Peters*
The SPEED of Trust: The One Thing that Changes Everything *by Stephen M. R. Covey & Rebecca R. Merrill*
The Ultimate Question: Driving Good Profits and True Growth *by Fred Reichheld*
When Professionals Have to Lead *by Thomas J. Delong, John J. Gabarro & Robert J. Lees*
Winning *by Jack Welch*
Wooden on Leadership *by John Wooden*

SUPERVISORS / MANAGERS

A Carrot a Day: A Daily Dose of Recognition for Your Employees *by Adrian Gostick & Chester Elton*
Becoming an Extraordinary Manager: The 5 Essentials for Success *by Leonard Sandler*
Business Grammar, Style & Usage *by Alicia Abell*
First, Break All the Rules: What the World's Greatest Managers Do Differently *by Marcus Buckingham & Curt Coffman*
Fish! A Remarkable Way to Boost Morale and Improve Results *by Stephen C. Lundin, Harry Paul & John Christensen*
High Five - The Magic of Working Together *by Ken Blanchard and Sheldon Bowes*
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Managing by Values *by Dr. Ken Blanchard, Michael O'Connor, Jim Ballard*
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The 2R Manager: When to Relate, When to Require, and How to Do Both Effectively *by Peter E. Friedes*
The Elements of Style, Fourth Edition *by William Strunk, Jr., Roger Angell*
The Smart Manager's FAQ. Guide: A Survival Handbook for Today's Workplace *by Rex P. Gatto*
The Ultimate Gift *by Jim Stovall*
Whale Done!: The Power of Positive Relationships *by Ken Blanchard*
Who Moved My Cheese? An Amazing Way to Deal with Change in Your Work and in Your Life *by Spencer Johnson & Ken H. Blanchard*

STAFF / SENIORS

CPA Study Course
Dig Your Well Before You're Thirsty: The Only Networking book You'll Ever Need *by Harvey Mackay*
Eat That Frog! 21 Great Ways To Stop Procrastinating And Get More Done In Less Time *by Brian Tracy*
Getting Things Done: The Art of Stress-Free Productivity *by David Allen*
How to Win Friends & Influence People *by Dale Carnegie*
The Art of Leadership *by Max DePree*
The Elements of Style - Fourth Edition *by William Strunk, Jr. and E.B. White*
The One Minute Manager *by Dr. Ken Blanchard & Spencer Johnson*
The 7 Habits of Highly Effective People *by Stephen R. Covey*
True Professionalism *by David H. Maister*