

## **Essential Reading**

- Drucker, P. F. (1964). *Managing for Results* (1st ed.). William Heinemann Ltd.
- Covey, S. R. (1997). *The Seven Habits of Highly Effective People: Restoring the Character Ethic*. Macmillan Reference USA.
- Minto, B. (2009). *The Pyramid Principle: Logic in Writing and Thinking*. Pearson Education.
- Ohmae, K. (1982). *The Mind of the Strategist: The Art of Japanese Business*. New York: McGraw-Hill.
- Van Der Veer, J. (2023). *Van A naar B: Lessen in leiderschap*. Prometheus.
- Abell, D. F. (1980). *Defining the Business: The Starting Point of Strategic Planning*. Prentice Hall.
- Hampden-Turner, C., & Trompenaars, F. (2004). *Riding the Waves of Culture* (3rd ed.). Amsterdam University Press.
- Handy, C. B. (1976). *Understanding Organizations* (4th ed.). Penguin Random House.
- Kotler, P. (1967). *Marketing Management* (15th Edition, Vol. 2020). PH.

## **Presenting and Documenting (Chapter 8.5)**

- Dunand, M., & Choun, K. (2001). *The storyboard approach: Advanced Techniques for Preparing Effective Visual Presentations*.
- Witt, C., & Fetherling, D. (2009). *Real leaders don't do PowerPoint: How to Sell Yourself and Your Ideas*. Currency.
- Graff, G., & Birkenstein, C. (2007). *"They Say/I say": The Moves that Matter in Persuasive Writing*. W. W. Norton.

## **Good for further study**

- Madsbjerg, C. (2023). *Look: How to Pay Attention in a Distracted World*.
- Block, P. (2011). *Flawless consulting: A Guide to Getting Your Expertise Used*. John Wiley & Sons.
- Corstjens, J., & Corstjens, M. (1999). *Store wars: The Battle for Mindspace and Shelfspace*. Wiley.
- Thull, J. (2010). *Mastering the Complex Sale: How to Compete and Win When the Stakes are High!* John Wiley and Sons.
- Kleinaltenkamp, M., Plinke, W., Wilkinson, I., & Geiger, I. (2015). *Fundamentals of Business-to-Business Marketing: Mastering Business Markets*. Springer.

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