



Marilyn Fitchett editor/591-2300

(F1G)

## Book talk: reading that made its mark

### Business leaders lean toward non-fiction



Rick Inatome, Inacomp Computer Centers

By Mary Rodriguez staff writer

Lee Inacocca, Donald Trump, and Charles Yeager are just a few businessmen turned author who have made national bestseller lists in recent years with autobiographical tomes touting their high profile careers.

To find which books have inspired local businessmen and women in their careers, executives from various fields were polled recently. Here's what they had to say.

Jaha White, executive director of the Livonia Chamber of Commerce: "I'm big on motivational type books — Claire Graves' 'Levels of Existence' gets into value system analysis, 'Megaretion' 'An Open System of Values.' In any type of job where you are working with people, it helps you to deal with them more effectively by learning to motivate people."



John White, Livonia chamber

Herbert Lawson, president of the Builders Association of Southeastern Michigan:

"It's difficult because I can't really pin it down to any one or two books that were inspirational. There are lots of good motivational books; it all boils down to the same thing.

"Personally I have a public accounting background. That was a very good background. For six years I got to see how other businesses built their companies, and how diversified companies operated. I recommend anyone who is interested in going into business to take accounting."

Eric Middlestead, president of GMF Robotics, Rochester Hills:

"One book had a significant influence. I can't remember the author or title. It was early in college. It had to do with individual accomplishment via individual character. The theory of drive the multiplier. All people have talent. The multiplier drives that talent out. That has always stuck with me."



Eric Middlestead, GMF Robotics

Carmen Munoz, president of Munoz Machine Products, Livonia: "I always go back to the Napoleon Hill books. It gives me more determination to go on."

"Hill has written such books as 'Think and Grow Rich,' 'The Law of Success,' and 'The Master-key to Riches.'"

Rick Inatome, president of Inacomp Computer Centers, Troy: "The books I've read recently include 'Odyssey' by John Skully, president of Apple Computer, and Tom Peters' books on excellence: 'In Search of Excellence' and 'Thriving on Chaos,' and Inacocca's book. That's been in the past month or so. "I remember 'If' a poem my dad used to read to me when I was a kid. It was influential."



Robert Mylod, Michigan National Bank

Larry Bossman, associate dean of the business school, the University of Detroit:

"I do remember back in my master's degree program a textbook on industrial psychology. I don't remember the name. It had a lengthy footnote on a 1936 research project General Motors staff had done on attitude. It helped me make my decision to pursue organizational behavior and aided me for my Ph.D."

"Years later I told this story to a GM vice president of personnel, and he wasn't even aware of the research project or that it was mentioned in a textbook."



Dave Willett, Associated Newspapers

Dan Braunstein, chairman of marketing and management, Oakland University:

"In 1958 a professor at Carnegie Mellon, Herbert Simon, wrote a book with another professor, James March of Stanford, called 'Organizations,' a classic in our field. It was a Nobel prize."

"A lot of important thinking there in 30 years has been validated. A whole field developed. This book has paved the way for an examination of organizational phenomena which are very critical to management. Being a management professor, I have to know what goes on in an organization. The book emphasizes decision-making which is an area I specialize in."

"Also a book Joseph Tiffin wrote at Purdue on industrial psychology is very much a part of my thinking."

Bob Awrey, president of Awrey Bakeries, Livonia: "I have a whole showcase full of books here. 'The Prophet' by Khalil Gibran is a favorite. It's the second most published book after the Bible. I keep a dozen copies and give it to friends. Also 'The Reckoning' by David Halberstam is one of the best written business chronicles I've experienced."

"'The Road Less Traveled' a psychological study of love, values and spiritual growth by M. Scott Peck."

M.D. 'The Way the World Works' by Jude Wanniski is the best economic primer since Adam Smith. It's really terrific."



Jeanne Paluzzi, JGP Marketing

Jeanne Paluzzi, president and owner, JGP Marketing, Livonia:

"Games Mother Never Taught You' by Betty Lehan Harragan deals with the power of actions in the business world. 'The Wounded Don't Cry' a collection of articles written by Quentin Reynolds during World War II, which I read in high school. Also 'Getting to Yes' by William Ury. It deals with the power that negotiations can have to make lives more productive."



Bob Awrey, Awrey Bakeries

Jack Casey, president of Casey Communications, Southfield:

"There are two books — 'In Search of Adam' by a German author, translated into English. It's about the efforts historically to go back to our roots to find the first man. It's evident that you never finish an effort like that. It's also an interesting combination of archeology, anthropology and biology. It brought home that searching for truth is an unending effort. It brought home the commonality of man. Oldest traces of man appeared in different parts of the world, not in one place or one race. It affects your view of what you're doing."

"'History of Western Philosophy' by Bertrand Russell. No race has a monopoly on intelligent thinking. It's tied into ethics. It has an impact on life overall. As a former newspaper reporter, pollster, and publicist, no single book has affected that part of me. E.B. White's 'How to Write Simply,' but writing is really mechanical. I always knew I wanted to be a writer."

Bill Sandy, president, Sandy Corp., Troy:

"Decisionmaking At the Top' by Jay Lorsch, is an excellent book. He is the dean of research at Harvard



Gerald Mycroe, Multi Financial Services



Bill Sandy, Sandy Corp.

Business School, a guru on organizational development.

"Also a set of books, 'The Story of Civilization,' are well written. One time I set a goal to read all the way through. I like history. I didn't finish the series. It got discouraging. Certain trends repeat themselves. Another book, 'The Age of Discontinuity' written by Peter Drucker about 10 years ago. A leader in business philosophy, he predicted conceptual issues that turn into events and activities a number of years later."

"Others: the story of Billy Durant, the founder of General Motors, by Lawrence Gustin. Durant was flamboyant. He did things with great speed and boldness. 'Transformational Leadership' by Noel Tichy. Noel has written the definitive book on change. Several others, 'You Can't Go Home Again' by Thomas Wolfe, 'Passages' by Gail Sheehy, and 'Seasons of a Man's Life.' They all deal with change, or moving agendas. It's part of the vitality of life."

Bob Saks, president of Bob Saks Oldsmobile, Farmington Hills:

"I'm not a heavy duty book guy. 'In Search of Excellence' made an impression. I enjoyed Inacocca's book, but it didn't influence me."



Jack Casey, Casey Communications

Annette Langwald, president of Elkin Travel and Cruises Only: "One that helped was 'Atlas Shrugged' by Ayn Rand. Her basic philosophy is live life to the fullest potential, be independent, be a full human being."

John Anhalt, president of Anhalt Hotel Co., owner of the Botsford Inn, and past two-term president of the Michigan Chamber of Commerce:

"'In Search of Excellence' sharpened me up and told me what's going on today. 'One Minute Manager' makes you work hard and work smart."

Gerry Goodman, owner and founder of Wells Freight & Cargo Co.:

"Library sources were my bible. I began researching my 13-year-old business 18 years ago. Back then there weren't textbooks to reinforce your ideas. The best thing was firsthand research. The library was wonderful when I was looking for factories of glass workers. I use the library for everything. When I was writing job description manuals, to make sure I was within the law. I check out serious endeavors, not frivolous things like books that tell you how to make a million dollars in a minute."



Mike Wickett, Mike Wickett Enterprises

Fear Hofferter, partner, Plante & Moran, Southfield:

"I can't think of anything besides technical books. It's some time since I've had much time for casual reading. 'In Search of Excellence' was an excellent book."

Gerald Meyers, chairman of Multi Financial Services, former chairman and chief executive officer of American Motors Corp.:

"Two books, the first is really a collection — 'World War Two' by Winston Churchill, particularly the first volume, 'The Gathering Storm.' And 'American Caesar' by William Manchester, the biography of Douglas MacArthur. I guess that puts me squarely on both sides of the fence."

Robert Mylod, chairman and chief executive officer of Michigan National Bank:



Carmen Munoz, Munoz Machine Products

"The grand inquisitor section from the 'Brothers Karamozoff' by Dostoevsky and the Bible."

Dave Willett, president of the Small Business Association of Michigan and owner/publisher of Associated Newspapers:

"'Psychobernetics' is one book that comes to mind. It helped me to understand why people do what they do and why they don't do what they should do. 'Confessions of an Advertising Man' about the head of a large advertising agency, 'Up the Organization' by Townsend and 'Megaretion' by Meshitt. I listen to a lot of motivational tapes. Tom Hopkins had a big influence on my thinking."

Michael Wickett, motivational speaker, Birmingham:

"'Think and Grow Rich' and 'Three Magic Words' by U.S. Anderson, especially the chapters on success and attraction."

Vernon Buchanan, president and founder, American Speedy Printing:

"Many years ago there was a book called 'Psychobernetics' by Maxwell Maltz. I've recommended it over the years. And I think the different Tom Peters' books on excellence."



Vernon Buchanan, American Speedy Printing

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