

## RECOMMENDED READING

### ZUCKER'S STARTER SIXTEEN1.

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1. Albrecht, Karl, *At America's Service*, Warner Books, 1992. One of the classic books on customer service. If you're going to read only one book on customer service, this is it.
2. Albrecht, Karl, *The Northbound Train*, American Management Association, 1994. The best book yet on how to actually develop your vision and mission. As close to a how-to book as I've seen.
3. Ammons, David N., *Municipal Benchmarks*, Sage Publications, 2001. Twenty-nine different government functions are benchmarked in this book. The "Development Administration" chapter addresses community planning, plan review and permits, inspections, and code enforcement. Data from state-to-state can be misleading, but this is one of the few sources available. It can be useful if the data are treated carefully.
4. Blanchard, Kenneth and Sheldon Bowles, *Gung Ho!* William Morrow, 1997. An interesting approach to motivating your organization and improving productivity. Written as a parable, it's an easy read.
5. Buckingham, Marcus and Curt Coffman, *First, Break All the Rules*, Simon & Schuster, 2005. This book by The Gallup Organization is a must-read. It documents what makes a good manager and why employees leave the bad ones.
6. Carlzon, Jan, *Moments of Truth*, Harper & Row, 1987. A classic treatise on how a clear mission can turn employees on and turn a mediocre airline into one of the world leaders.
7. Collins, Jim, *Good to Great*, HarperBusiness, 2001. A best seller based on research as to how some companies become not just good, but great. Although based on the private sector, this book has much to say to government managers and is a must-read. Many of its findings will surprise you.
8. Collins, Jim, *Good to Great and the Social Sectors*, Jim Collins, 2005. This book applies Good to Great concepts for government and non-profits. Read it along with the original.
9. Kelley, Robert E., *How to Be a Star at Work*, Random House, 1998. Forget much of what you've read about motivation and read this book. Based on extensive research, it sets the record straight on what leads to higher productivity and what does not. One of the author's more interesting findings was that most workers and their bosses disagree half the time on who the star performers are.
10. Maxwell, John C., *The 360° Leader*, Maxwell Motivation, 2005. Shows you how to lead from any position in the organization.
11. Miller, Lawrence M., *American Spirit, Visions of a New Corporate Culture*, Warner Books, 1985. If you are going to read only one book on management this year, this is it. Miller does a great job at

getting behind the question of management fads and explaining why a new approach to management is essential.

12. Taylor, William C. and Polly Labarre, ***Mavericks at Work***. Harper-Collins, 2008. Sets forth an entire new way to be creative. I guarantee this book.
13. Welch, Jack, ***Winning***, HarperCollins, 2005. Welch had a 40-year career at General Electric, and Fortune called him “Manager of the Century.” While I may not agree with all that he has to say, I couldn’t put this book down. It is filled with gems you can use today.
14. Winget, Larry, ***It’s Called Work For a Reason***, Gotham Books, 2007. If you or your employees need to be kick-started, this is your book. A fun read for the entire department.
15. Zucker, Paul C., ***The ABZs of Planning Management, 2nd Edition***, West Coast Publishers, 2007. A comprehensive 506 page text on managing a planning department. Thirty-five chapters focus on the new management environment, setting the organizational direction, managing people, how to use systems and office support. The book includes an extensive index.
16. Zucker, Paul C., ***What Your Planning Professors Forgot to Tell You***, American Planning Association, 1999. Zucker knows a good story when he’s lived one, and he shares a career’s worth in this collection. It’s a tongue-in-cheek primer on how planning really works (or doesn’t). His wry observations will prompt practicing planners to nod in rueful agreement with lessons – often learned the hard way – about achieving true success in planning and in life. And those just starting out will benefit from Zucker’s insights about management, vision, career paths and professional relationships.