

SUGGESTED READINGS—BUSINESS PLANNING

1. The Checklist Manifesto—How to Get Things Right. Author: Atul Gawande.
2. The Failure Issue. *Harvard Business Review*, April 2011.
3. What Great Companies Do Differently. *Harvard Business Review*, November 2011.
4. Six Disciplines Execution Revolution. Author: Gary Harpst.
5. Business Strategy: A Guide to Taking Your Business Forward, 2nd Edition. Author: Jeremy Kourdi.
6. Guide to Business Planning, 2nd Edition. Authors: Graham Friend and Stefan Zehle.
7. Flawless Execution. Author: James D. Murphy.
8. Strategy Maps: Converting Intangible Assets Into Tangible Outcomes. Authors: Robert S. Kaplan and David P. Norton.
9. Good Strategy/Bad Strategy: The Difference and Why It Matters. Author: Richard P. Rumelt.
10. Enduring Success: What We Can Learn from the History of Outstanding Companies. Author: Christian Stadler.