



FEI student/alumni recommended business book

Business book	Author	Student/Alumni	Company	Comment
The Snowball: Warren Buffett and the Business of Life	Alice Schroeder	Billy Cole	Cole Roofing	
Earth: The Sequel	Miriam Horn and Fred Krupp	Billy Cole	Cole Roofing	
Who moved my cheese?	Spencer Johnson	Billy Cole	Cole Roofing	I recommend “Who Moved My Cheese” because it is a quick read, everyone has already read it, and because change is always present in all our lives, it helps to give perspective to change. Personally, this book helped me finally decide to start another company. Cole Roofing has been around since 1919 and I could have been content just continuing the legacy but I knew there was more opportunity out there. I fretted with this issue for two to three years until finally I felt all things were in place and “Who Moved My Cheese” helped me deal with the fear. Now, I am still enjoying my work at Cole Roofing and have a budding start-up that has started to find its way. Life’s busy but it’s great.
The No Asshole Rule	Robert I. Sutton	Brad Jones	BR Jones Roofing	This book started as a short contribution to a column in the Harvard Business Review and there was such a staggering response that he went on to write the book. This is a book that was recommended to me by the attorney who was voted best in the state for Employment Law. (I believe she is usually on the Employer’s side.)
Switch: How to Change Things When Things are Hard	Chip Heath and Dan Heath	Marc Farrell	A.W. Farrell & Son Inc.	Implementing change is difficult but essential to any managerial role; this book will help.
Perpetuating the Family Business	John Ward	Marc Farrell	A.W. Farrell & Son Inc.	Essential for anyone working for a family business.



FEI student/alumni recommended business book

Business book	Author	Student/Alumni	Company	Comment
Good to Great	Jim Collins	Tracey Donels	K Post Company	This book is NOT a business theory book; it is a business fact book. It sets specific criteria for companies that make their good-to-great leap, then analyzes what those companies did to make that leap. It also analyzes what companies failed to make the leap and why. It is a book of business history and fact.