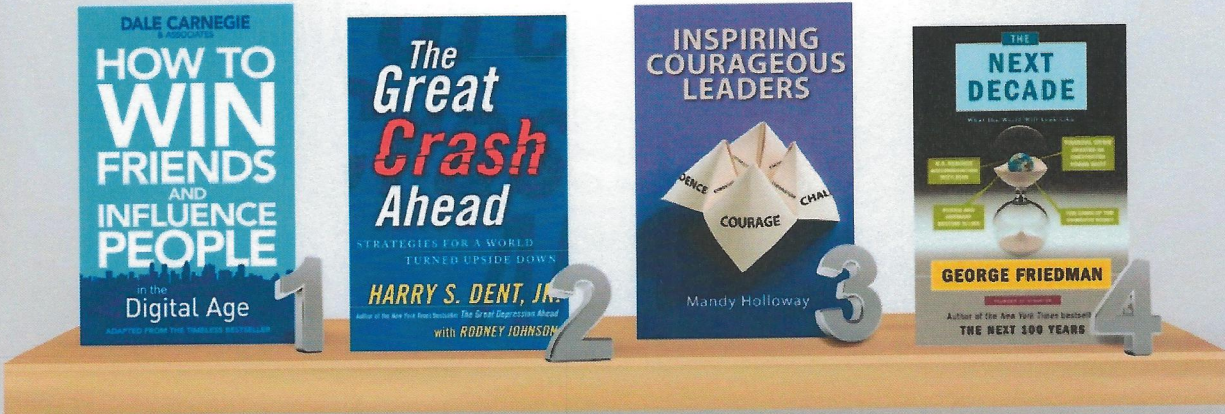


Life + Style



Read

**1 HOW TO WIN FRIENDS AND INFLUENCE PEOPLE IN THE DIGITAL AGE**

by Dale Carnegie & Associates, Inc. Simon & Schuster RRP \$29.99

I can save you the trouble of reading this book by summarising the key message in two words: "Be nice". Now you don't need to go through the trouble of reading obvious or trivial advice like "Remember peoples' names", "Begin with a positive outlook", or "View your dog as a role model". My expectations of this book as a guide to the etiquette of social media were far from met. The formal writing style was grating, particularly given the informal nature of online communication. I also found that, in places, the authors appeared to be anti-technology, and actively discouraged digital communication. Perhaps the authors, while experts in etiquette, are simply inexperienced in the digital world.

• Naomi Gelbart

**2 THE GREAT CRASH AHEAD**

by Harry S. Dent, Jr with Rodney Johnson Black Inc. Books RRP \$29.95

This is a thorough analysis of the current world financial situation presented in a reader friendly format. Using the different seasons to describe phases of economic development, Dent takes readers on a journey through the ages of financial markets and, unlike many other commentators, provides ample evidence to back up his commentary. The unique aspect of the book for local audiences is that particular attention has been paid to the Australian economy and where Dent believes our stock market and real estate will head in the coming years. While it would be foolhardy to accept everything in the text as gospel, the author's track record in picking booms and busts does lend this book more credibility than many.

• Sean Muller

**3 INSPIRING COURAGEOUS LEADERS**

by Mandy Holloway FCA The Messenger Group RRP \$34.95

Core to *Inspiring Courageous Leaders* is the concept that "the world needs leaders to stand up for what they believe in, stay true to their values and have the courage to say no when something is not right!". Holloway brings together various themes to identify a pathway towards an authentic form of leadership to support a high-performing organisational culture. She also provides insights around tackling fear and building confidence. Overall, it is an engaging book which is easy to digest and will appeal particularly to emerging leaders. Part textbook, part workbook, it provides exercises at the end of each chapter with Holloway incorporating the concept of 'rattling your cage' as a means by which to challenge yourself.

• Helen Black

**4 THE NEXT DECADE**

by George Friedman Scribner Publications RRP \$32.95

*The Next Decade* presents a thorough account of global geopolitical affairs, occasionally taking the reader on a fascinating journey through history, but this is all done through an American lens. Roles of new global powers, China and India, seem somewhat downplayed with the US cast in the role of having a modern day 'unintended empire'. The most interesting part (and of greatest relevance to Chartered Accountants) is the section focusing on leadership during volatility. Friedman accurately highlights the importance of leaders appearing calm and in control – even if they aren't!

• Sean Muller

Mandy Holloway FCA will be presenting a LiveOne online training session on 29 February titled *Face your leadership challenges with courage* (as part of the Institute's Public Practice Conference). This particular session is specifically targeted at practitioners in small-to medium-sized firms. Details at [charteredaccountants.com.au/ppc2012](http://charteredaccountants.com.au/ppc2012)