

As business books continue to attract readers, librarians must pay heed in order to keep their collections "in the money"

# TAKING CARE of BUSINESS

By Susan S. DiMattia

**B**USINESS-ORIENTED library patrons have developed a reputation as impatient people who need the latest available information in the most concise format, delivered ASAP. That's not the profile of a typical book reader. Still, business-oriented patrons are as multifaceted as are all other library patrons and occasion-

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ally do read books. Conversely, patrons who do not appear to be business-oriented may be interested in books on business topics.

Case in point: the July 1991 issue of *Inc.* magazine featured an article entitled "Books That Transform Companies." It includes "The Smart CEO's Reading List" drawn from interviews with 50 leaders of fast-growing companies. It is not surprising to find some of the titles on the list: Warren Bennis's *On Becoming a Leader* (*LJ* 8/89), Kenneth Blanchard and Spencer Johnson's *One Minute Manager* (Morrow, 1982), Charles Handy's *The Age of Unreason* (*LJ* 11/15/90), and Stephen R. Covey's *Seven Habits of Highly Effective People*

(S. & S., 1989). Some of the other titles are more unexpected and amazing in their scope. Check it out.

The main point of the *Inc.* article was not to feature a list of books, but to highlight a company whose CEO has decreed that everyone, from executive to maintenance worker, should take one hour a week, on company time, to read out loud in small groups and discuss a core of business books and the ideas they offer that have practical application to the company's needs. The reading list prescribed for the company's 250 employees in six locations includes William Byham's *Zapp!: The Human Lightning of Empowerment* (Harmony Bks., 1988), Jan Carlzon's

