

Tycoon tales, corporate chronicles in bloom

New releases

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You are bound to find some interesting and informative nuggets from the crop of new business books this spring. There are books on leadership and an essay on ethical corporate governance by Alberta entrepreneur and philanthropist Dick Haskayne. There are also marketing strategy bibles, epic management adventures and the usual flotsam. Following are capsules of the latest manuals of commerce and capitalism:

Buying and Owning Recreational Property in Canada by Douglas Gray (Wiley, \$26.99) As Boomers pay off mortgages and look toward recreation and retirement, the demand for second properties in Canada has skyrocketed. Here, financial and real estate author Douglas Gray sets out a point-by-point guide for how to look for and buy recreational property. Chapters on financing and how to understand real estate lingo make this a must-have volume for those contemplating the big move.

Northern Tigers: Building Ethical Canadian Corporate Champions by Dick Haskayne with Paul Grescoe (Key Porter Books, \$34.95) Calgary entrepreneur Dick Haskayne climbed the corporate ladder to head a number of blue-chip Canadian companies, among them Fording, Home Oil, TransCanada Pipelines, MacMillan Bloedel and a host of others. He has donated \$16-million to the University of Calgary and was front and centre in some of the biggest merger and acquisition deals in Canadian history. An illuminating and riveting memoir from an Alberta business titan.

Made in Canada Leadership by Amal Henein and Francoise Morissette (Jossey-Bass, \$39.99) Got what it takes to be a business leader today? This book tells you how to gauge your ambitions and abilities, loaded with advice and examples from those who have been there.

The StreetSmart Marketer by Michael Hepworth (MHP, \$24.95) Described as a serial entrepreneur, Michael Hepworth focuses on how to bait the marketing trap, lure customers and unlock secrets for rapid business growth.

The Hippie Guide to Climbing the Corporate Mountain by Skip Yowell (Naked Ink, \$24.99) The founder of outdoor goods and apparel company JanSport, Kansas-born Skip Yowell was an adventurer, mountain climber and long-haired hippie a lifetime ago before discovering the fortunes of the corporate world. He has written a rollicking, self-promoting but highly entertaining tale of getting here from there.

More Sex is Safer Sex by Steven E. Landsburg (Free Press, \$32) Economist Steven Landsburg makes plenty of observations and arguments about the economy being about value, not money, and turns upside down much conventional thinking and presumption.

Way of the Turtle by Curtis M. Faith (McGraw Hill, \$32.95) There are always myths and rumours about guys who made fortunes as market traders. This insider story is one of them, by a

guy who claims to have made \$30-million in four years. Guiding principles, successful strategies, diversifying and lowering risk are all part of the formula.

A Dream with a Deadline by Jacques Horovitz with Anne- Vallerie Ohlsson-Corboz (FT Prentice Hall, \$34.99) Strategic planning takes a back seat to inspirational corporate vision, incorporating flexibility, collaboration and clear, achievable goals in this management howto tome.

The Strategy Paradox by Michael E. Raynor (Currency Doubleday, \$34) You commit to success, but court failure instead. A recipe for going about things the right way.