

Outsell's Signature Event 2007

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Recommended Reading

Michael Boskin

[The Age of Turbulence](#), Alan Greenspan

Joseph Jaffe

[The Cluetrain Manifesto: The End of Business As Usual](#), Rick Levine, Christopher Locke, Doc Searls, David Weinberger

[The Wisdom of Crowds](#), James Surowiecki

[The Ultimate Question](#), Fred Reichheld

[Life After The 30-Second Spot](#), Joseph Jaffe

[Join The Conversation](#), Joseph Jaffe

Wilma Jordan

[The Omnivore's Dilemma](#), Michal Pollan

[Ultralongevity](#), Dr. Mark Liponis

[My Grandfather's Son](#), Clarence Thomas

Rick Kurnit

[The Machine is Us/ing Us](#), YouTube

<http://www.youtube.com/watch?v=6gmP4nk0EOE>

Joel Makower

[Beyond The Bottom Line: Putting Social Responsibility To Work For Your Business And The World](#), Joel Makower

Jay Rosen

[What Are Journalists For?](#), Jay Rosen

Sharon Ruwart

[China Shakes The World](#), James Kynge

[Chinese Lessons](#), John Pomfret

[One Billion Customers](#), James McGregor

Anthea Stratigos

[Everything Is Miscellaneous: The Power of the New Digital Disorder](#), David Weinberger

[Execution: The Discipline of Getting Things Done](#), Larry Bossidy

[The Four Obsessions of an Extraordinary Executive: A Leadership Fable](#), Patrick M. Lencioni

Andrew Weil

[Healthy Aging: A Lifelong Guide to Your Well-Being](#), Andrew Weil