

# PAGE COUNT

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## The 3rd Alternative: Solving Life's Most Difficult Problems

> DR STEPHEN COVEY

RRP: \$30  
AIM Member: \$27

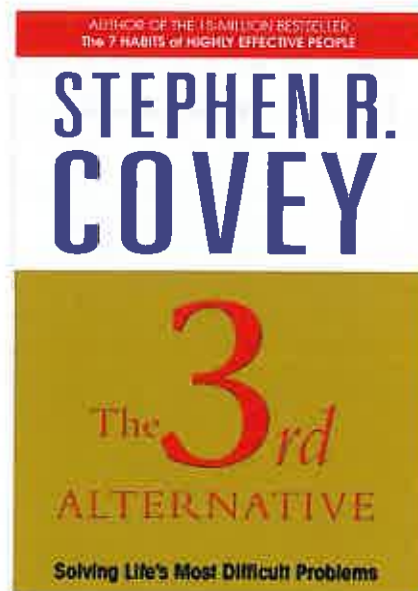
**A**uthor of the 1989 bestseller *The 7 Habits of Highly Effective People*, Covey is an organisational consultant, teacher and leadership expert who was named one of *TIME Magazine's* 25 most influential Americans. He's also been awarded 10 honorary doctorates.

This latest offering focuses on a new way of thinking about conflict resolution, mediation and negotiation, both professionally and personally.

According to Covey's theory, where

the First Alternative is "my way", and the Second Alternative is "your way", a fight often comes down to a question of whose way is better. Covey's Third Alternative allows both parties "to emerge from debate or even heated conflict in a far better place than either had envisioned". With the Third Alternative, nobody has to give up anything and everyone wins. Who wouldn't like the sound of that?

The book profiles so-called Third Alternative thinkers who set out to provide creative solutions, peace and healing. It aims to offer practical advice to allow readers to drive positive results rather than facing escalating conflict. Covey advocates "building strong



relationships with diverse individuals based on an attitude of winning together", and sees this as his "legacy book".



## How to Win Friends and Influence People in the Digital Age

> DALE CARNEGIE & ASSOCIATES

RRP: \$29.99  
AIM Member: \$27

Dale Carnegie's influence lives on: the self-help genre pioneer may have died in 1955, but you can follow him on Twitter (@dalecarnegie) and read a brand new digital edition of his book in 2011. This timely updated version of Carnegie's hugely successful *How to Win Friends and Influence People* incorporates lessons in the use of digital communications, including email and social networking.



## Building High Performance Business Relationships: Rescue, Improve and Transform Your Most Valuable Assets

> TONY LENDRUM

RRP: \$59.95  
AIM Member: \$53.95

The clear models, handy tools and insightful diagnostics in this book are as relevant to directors in the boardroom as they are to sales, marketing and procurement professionals at the coalface. *Building High Performance Business Relationships* will help your business rescue, improve and transform its most important relationships.



## Presenting to Boards: Practical Skills for Corporate Presentations

> JULIE GARLAND MCLELLAN

RRP: \$25  
AIM Member: \$22.50

Boardroom presentations can win acceptance of new strategic proposals, make sales, or build shared understanding and common identities. Board protocols, behaviours, and legal liabilities may be very different from those in executive life. This book provides practical skills that will help you to make your boardroom presentations successful.

## AIM NATIONAL TOP 10 BUSINESS BOOKS

- 1 **Crucial Conversations**  
Kerry Patterson & Joseph Grenny
- 2 **Fish!**  
Stephen Lundin
- 3 **Jack and the Team That Couldn't See**  
Tony Wilson
- 4 **Networking For People who Hate Networking**  
Devora Zack
- 5 **Strength Finders 2.0**  
Tom Rath
- 6 **Walking the Talk**  
Carolyn Taylor
- 7 **The Practice of Management**  
Peter Drucker
- 8 **Management: Theory & Practice**  
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- 9 **Leadership & the One Minute Manager**  
Ken Blanchard
- 10 **In Great Company**  
Dexter Dunphy

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