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8 Best Small Business Books Published in 2012

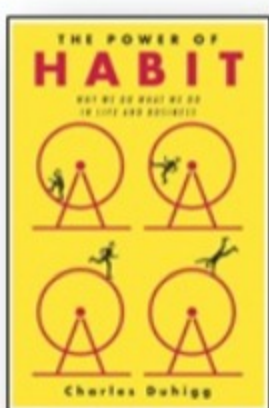
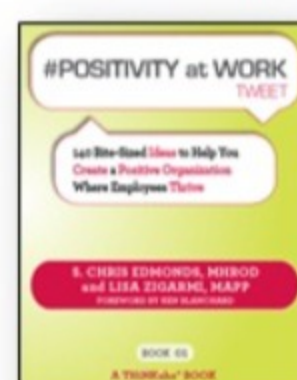
Here are our picks for great business books published in 2012—so far.

These books are bursting with information on leadership, success and the changing world of business. Based on reviews, content and recommendations from business owners, we've made our own list of 2012 favorites:

1. #POSITIVITY at WORK Tweet

S. Chris Edmonds and Lisa Zigarmi

The tweet-like format makes for a quick-read. It's full of information to motivate you—and your employees—to create a positive workplace. The publisher's advice: Read until you've written down three tips and read again in 30 days.



2. The Power of Habit: Why We Do What We Do in Life and Business

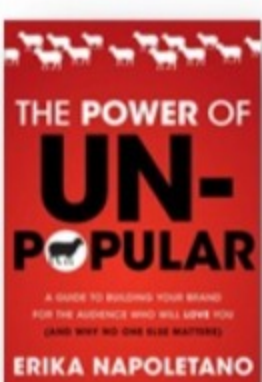
Charles Duhigg

This book unravels the mystery of individual habits and shows how businesses have utilized them in marketing strategies. It offers insight on what you can do to change your habits in business, in society and as an individual.

3. The Advantage

Patrick Lencioni

This book looks at company health from a top-down perspective. Lencioni advises business owners to reestablish clarity in both their goals and company mission statements to be successful leaders.



4. The Power of Unpopular

Erika Napoletano

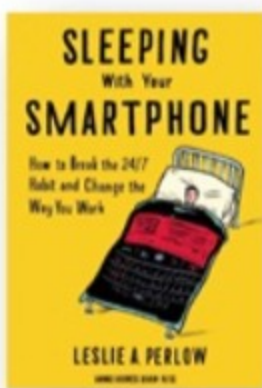
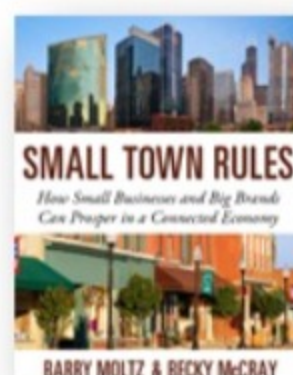
This book has a fresh take on building a unique brand, providing case studies and life lessons from entrepreneurs. It's full of useful take-away tips on everything from creating your brand's personality to understanding profitability.

RELATED: [Customize Your Franchise Without Compromising Your Brand: Part II](#)

5. Small Town Rules

Barry J. Moltz and Becky McCray

Relating business success with small town etiquette, this book explains how to build your brand. With advice on reputation and consumer-driven communication, this book can set you up for business success.



6. Sleeping with Your Smartphone: How to Break the 24/7 Habit and Change the Way You Work

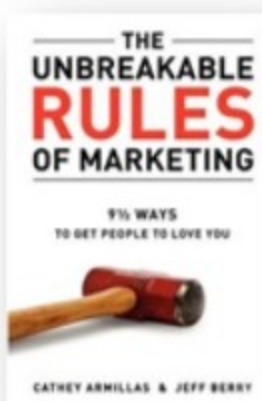
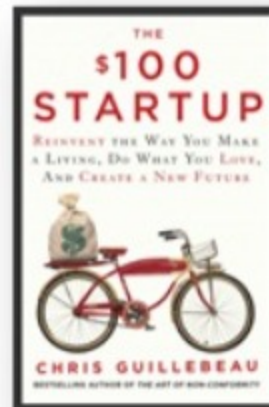
Leslie A Perlow

Perlow shows, through a large-scale study with the Boston Consulting Group, how disconnecting from work—even just for a night—can help improve productivity and morale. She provides simple steps to introduce this concept to your teams, too.

7. The \$100 Startup

Chris Guillebeau

Guillebeau draws from his experiences as an entrepreneur to highlight case studies, focusing on micro-businesses. It's a motivational read that will leave you thinking creatively for your future business endeavors.



8. The Unbreakable Rules of Marketing

Cathey Armillas and Jeff Berry

After reading this book, you will be more aware of where and when you are marketing—yourself, your brand or your company. The authors use humor and wit to make an otherwise textbook topic breezy and fun.

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Don't Hire an Additional Employee Until You Check These 3 Things

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