



Recommended Reading List

SALES

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|--------------------------|---|------------------|
| <input type="checkbox"/> | <u>Endless Referrals</u> | Bob Burg |
| <input type="checkbox"/> | <u>High Trust Selling</u> | Todd Duncan |
| <input type="checkbox"/> | <u>How To Become A Rainmaker</u> | Jeffrey J. Fox |
| <input type="checkbox"/> | <u>Hug Your Customers</u> | Jack Mitchell |
| <input type="checkbox"/> | <u>Selling The Invisible</u> | Harry Beckwith |
| <input type="checkbox"/> | <u>Swim With The Sharks Without Being Eaten Alive</u> | Harvey B. Mackay |
| <input type="checkbox"/> | <u>The Greatest Salesman In The World</u> | Og Mandino |
| <input type="checkbox"/> | <u>The Little Red Book of Selling</u> | Jeffrey Gitomer |
| <input type="checkbox"/> | <u>The Sale</u> | Don Hutson |

CUSTOMER SERVICE

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | <u>Customer Satisfaction is Worthless, Customer Loyalty is Priceless</u> | Jeffrey Gitomer |
| <input type="checkbox"/> | <u>Eat Mor Chikin</u> | S. Truett Cathy |
| <input type="checkbox"/> | <u>Fish!</u> | Stephen C. Lundin, Harry Paul & John Christensen |
| <input type="checkbox"/> | <u>How To Win Customers & Keep Them For Life</u> | Michael LeBoeuf |
| <input type="checkbox"/> | <u>Inside The Magic Kingdom</u> | Tom Connellan |
| <input type="checkbox"/> | <u>Raving Fans</u> | Ken Blanchard |
| <input type="checkbox"/> | <u>The Fred Factor</u> | Mark Sanborn |

LEADERSHIP

- | | | |
|--------------------------|--|-----------------------------------|
| <input type="checkbox"/> | <u>Developing The Leader Within You</u> | John C. Maxwell |
| <input type="checkbox"/> | <u>Four Obsessions of an Extraordinary Executive</u> | Patrick M. Lencioni |
| <input type="checkbox"/> | <u>Leadership By The Book</u> | Ken Blanchard |
| <input type="checkbox"/> | <u>Leadership Is An Art</u> | Max DePree |
| <input type="checkbox"/> | <u>Life Is Tremendous</u> | Charlie "Tremendous" Jones |
| <input type="checkbox"/> | <u>Lincoln on Leadership</u> | Donald T. Phillips |
| <input type="checkbox"/> | <u>Never Give In</u> | Stephen Mansfield |
| <input type="checkbox"/> | <u>Straight From The Gut</u> | Jack Welch |
| <input type="checkbox"/> | <u>The 21 Irrefutable Laws of Leadership</u> | John C. Maxwell |
| <input type="checkbox"/> | <u>The 5 Temptations of a CEO</u> | Patrick M. Lencioni |
| <input type="checkbox"/> | <u>The Leadership Challenge</u> | James M. Kouzes & Barry Z. Posner |
| <input type="checkbox"/> | <u>The Servant</u> | James C. Hunter |
| <input type="checkbox"/> | <u>The Significance Principle</u> | Les Carter & Jim Underwood |
| <input type="checkbox"/> | <u>The Traveler's Gift</u> | Andy Andrews |
| <input type="checkbox"/> | <u>The Ultimate Gift</u> | Jim Stovall |
| <input type="checkbox"/> | <u>You Don't Need A Title To Be A Leader</u> | Mark Sanborn |

PEOPLE * PROCESS * PRODUCTIVITY * PROFIT



COMMUNICATION & PERSONAL GROWTH

- | | | |
|--------------------------|--|---------------------------------------|
| <input type="checkbox"/> | <u>7 Habits of Highly Effective People</u> | Stephen Covey |
| <input type="checkbox"/> | <u>How To Win Friends & Influence People</u> | Dale Carnegie |
| <input type="checkbox"/> | <u>Now, Discover Your Strengths</u> | Marcus Buckingham & Donald O. Clifton |
| <input type="checkbox"/> | <u>The Emotional Intelligence Quick Book</u> | Bradberry, Greaves, Lencioni |
| <input type="checkbox"/> | <u>The Platinum Rule</u> | Tony Alessandra & Michael J. O'Connor |
| <input type="checkbox"/> | <u>The Purpose Driven Life</u> | Rick Warren |
| <input type="checkbox"/> | <u>The Road Less Traveled</u> | M. Scott Peck |
| <input type="checkbox"/> | <u>Winning Ways</u> | Dick Lyles |
| <input type="checkbox"/> | <u>You Are The Message</u> | Roger Ailes & Jon Kraushar |

CHANGE

- | | | |
|--------------------------|--|-------------------------------|
| <input type="checkbox"/> | <u>Blink</u> | Malcolm Gladwell |
| <input type="checkbox"/> | <u>Leading Change</u> | John P. Kotter |
| <input type="checkbox"/> | <u>Our Iceberg is Melting</u> | John P. Kotter |
| <input type="checkbox"/> | <u>Sacred Cows Make The Best Burgers</u> | Robert Kriegel & David Brandt |
| <input type="checkbox"/> | <u>The Tipping Point</u> | Malcolm Gladwell |
| <input type="checkbox"/> | <u>Who Moved My Cheese</u> | Spencer Johnson |

MANAGEMENT

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | <u>First, Break All The Rules</u> | Marcus Buckingham & Curt Coffman |
| <input type="checkbox"/> | <u>Gung Ho!</u> | Ken Blanchard |
| <input type="checkbox"/> | <u>The 17 Indispensable Laws of Teamwork</u> | John C. Maxwell |
| <input type="checkbox"/> | <u>The 5 Dysfunctions of a Team</u> | Patrick M. Lencioni |
| <input type="checkbox"/> | <u>The Customer Comes Second</u> | Hal Rosenbluth & Diane McFerrin Peters |
| <input type="checkbox"/> | <u>The One Minute Manager</u> | Ken Blanchard |

ORGANIZATIONAL DEVELOPMENT

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|--------------------------|-----------------------------|---|
| <input type="checkbox"/> | <u>Built To Last</u> | Jim Collins & Jerry I. Porras |
| <input type="checkbox"/> | <u>Execution</u> | Larry Bossidy, Ram Charan & Charles Burck |
| <input type="checkbox"/> | <u>Good To Great</u> | Jim Collins |
| <input type="checkbox"/> | <u>Making Strategy Work</u> | Lawrence G. Hrebiniak |
| <input type="checkbox"/> | <u>Managing By Values</u> | Ken Blanchard |
| <input type="checkbox"/> | <u>The E-Myth</u> | Michael E. Gerber |

CAREER TRANSITION

- | | | |
|--------------------------|--|---------------------------------|
| <input type="checkbox"/> | <u>Decision Making & The Will of God</u> | Garry Friesen & J. Robin Maxson |
| <input type="checkbox"/> | <u>Finishing Well</u> | Bob Buford |
| <input type="checkbox"/> | <u>Half Time</u> | Bob Buford |
| <input type="checkbox"/> | <u>How Full Is Your Bucket</u> | Tom Rath & Donald O. Clifton |
| <input type="checkbox"/> | <u>We Got Fired</u> | Harvey Mackay |

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