

Client Recommended Reading List

Subject	Title	Author
Advertising & Marketing	Instant Cash Flow	Brad Sugars
	Radical Marketing	Sam Hill & Glenn Rifkin
	Tested Advertising Methods	John Caples
	The Tipping Point	Malcolm Gladwell
Finance	Keys to the Vault	Keith J. Cunningham
Leadership	Emotional Intelligence	Daniel Goleman
	Leadership and the One Minute Manager	Ken Blanchard
	Strategy and the Fat Smoker	David H. Maister
	The Five Temptations of a CEO	Patrick Lencioni
Management	7 Habits of Highly Effective People	Stephen R. Covey
	Eat That Frog	Brian Tracy
	First Things First	Stephen R. Covey
	One Minute Manager Meets the Monkey	Ken Blanchard
	Strengthsfinder 2.0	Tom Rath
	The 8th Habit	Stephen R. Covey
Motivation	Drive	Daniel H. Pink
	Secrets of the Millionaire Mind	T. Harv Eke
	The Power of Full Engagement	Jim Loehr & Tony Schwartz
	Think & Grow Rich	Napoleon Hill
Organization & Systems	Built to Last	Jim Collins
	E-Myth Revisited	Michael Gerber
	Good to Great	Jim Collins
	Gung Ho!	Ken Blanchard
	How to Make Your Business Run without You	Susan Carter
	Instant Systems	Brad Sugars
Sales	Action Selling	Duane Sparks
	Business By Referral	Ivan Misner
	Little Black Book of Connections	Jeffrey Gitomer
	Raving Fans	Ken Blanchard
	Sales Coaching	Linda Richardson
	Selling the Invisible	Harry Beckwith
	Solution Selling	Michael Bosworth
	Spin Selling	Neal Rackham
Strategic Planning	Mastering the Rockefeller Habits	Verne Harnish

Team

Five Dysfunctions of a Team
One Minute Manager
Team of Rivals
The Present
Whale Done!
Who: The A Method for Hiring

Patrick Lencioni
Ken Blanchard
Doris Kearns Goodwin
Spencer Johnson
Ken Blanchard
Geoff Smart & Randy Street