

Recommended Reading



Book Title (Management Reading) Author(s)

Tony Soprano On Management	Anthony Schneider
Revival Of The Fittest	Donald N. Sull
Built To Last	Jim Collins
Good To Great	Jim Collins
Leadership 101 *	John C. Maxwell
The 21 Most Powerful Minutes In A Leaders Day	John C. Maxwell
The 17 Indisputable Laws Of Teamwork	John C. Maxwell
Developing The Leaders Around You	John C. Maxwell
Becoming A Person Of Influence	John C. Maxwell
The 21 Indispensable Qualities of a Leader	John C. Maxwell
The Right To Lead	John C. Maxwell
The Leadership Pill *	Ken Blanchard / Marc Muchnick
The Servant Leader *	Ken Blanchard / Phil Hodges
High Five! None of us is as smart as all of us	Ken Blanchard / Sheldon Bowles
One Minute Manager *	Ken Blanchard / Spencer Johnson
Jesus, CEO	Laurie Beth Jones
Teach Your Team To Fish	Laurie Beth Jones
Shackleton's Way - Leadership Lesson	Margot Morrell / Stephanie Capparell
Leadership Is An Art *	Max DePree
Leadership Jazz	Max DePree
The Emyth Revisited	Michael E. Gerber
The Emyth Manager	Michael E. Gerber
Leadership	Rudolph Giuliani
Who Moved My Cheese *	Spencer Johnson
Fish *	Stephen C. Lundin / Harry Paul / John Christensen
Principle Centered Leadership	Stephen R. Covey
The Empathy Effect	Tom Ward

Book Title (Sales Person Reading) Author(s)

20 Days To The Top	Brian Sullivan
Stop Selling and Start Listening	Chip Cummings
More Income With Less Stress	Dave Hershman
Getting Things Done	David Allen
Missed Fortune - condensed ver - Missed Fortune 101	Douglas R. Andrews
The Way Of The Shepherd*	Dr. Kevin Leman / William Pentak
Purple Cow	Godin
What Clients Love	Harry Beckwith
Dare To Win	Jack Canfield / Mark Victor Hansen
Hug Your Customers	Jack Mitchell
Winning	Jack Welch / Suzy Welch
As A Man Thinketh	James Allen
How To Become A Rainmaker	Jeffrey J. Fox
Failing Forward	John C. Maxwell
Relationships 101*	John C. Maxwell
Equiping 101	John C. Maxwell
The 17 Qaulities of a Team Player	John C. Maxwell
Wooden A Lifetime of Observations	John Wooden / Steve Jamison
Customer Mania*	Ken Blanchard / Jim Ballard / Fred Finch
Raving Fans*	Ken Blanchard / Sheldon Bowles
It's Not Over Until You Win!	Les Brown
The Fred Factor*	Mark Sanborn
Think and Grow Rich	Napoleon Hill
The Power Of Positive Thinking	Norman Vincent Peale
The Greatest Salesman in the World	Og Mandino
Fish For Life*	Stephen C. Lundin / Harry Paul / John Christensen
Time Traps	Todd Duncan
Killing The Sale	Todd Duncan
High Trust Selling	Todd Duncan

Book Title (Sales Person Reading) Author(s)

Life Matters creating balance work, family, time & money A. Roger Merrill / Rebecca R. Merrill
The Little Red Book Of Selling* Jeffrey Gitomer
Customer Satisfaction Is Worthless,
-Customer Loyalty Is Priceless Jeffrey Gitomer
Gung Ho!* Ken Blanchard / Sheldon Bowles
Big Bucks!* Ken Blanchard / Sheldon Bowles
Whale Done!* Ken Blanchard/ Thad Lacinak/ Chuck Tompkins/ Jim
Ballard
First Things First Stephen R.Covey /A. Roger Merrill /Rebecca R. Merrill

**Book Title Author(s)
(Personal Development Reading)**

The Traveler's Gift* Andy Andrews
Atlas Shrugged Ayn Rand
Life Is A Game These Are The Rules Cherie Carter-Scott
The Magic Of Thinking Big David J. Schwartz
The Four Agreements Don Miguel Ruiz
The Richest Man In Babylon* George Clason
Running With The Giants* John C. Maxwell
blink Malcolm Gladwell
The Tipping Point Malcolm Gladwell
Tuesdays with Morrie* Mitch Albom
The Power Of Positive Thinking Norman Vincent Peale

CD Sets for Auto University Listening Author(s)

Unleash The Power Within 6CD Set Anthony Robbins
The Pyschology Of Success Brian Tracey
Lead The Field 3CD Set Earl Nightingale
The Strangest Secret Earl Nightingale
Instant Sales Position Don't Compete Jeffrey Gitomer
Attitude Is Everything 3Cassett Tapes (it may come in cd's) Keith Harrell
Golden Partnerships Terri Murphy / Mike White www.uslearning.com
The Assistants System Todd Duncan

