

Suggested Reading List

“Two of the most mentally stimulating activities a person can undertake are reading and writing. Make a commitment to read at least 30 minutes a day!”

1.	Seven Habits Of Highly Effective People	Stephen R. Covey
2.	Unlimited Power	Anthony Robins
3.	The Pursuit of WOW!	Tom Peters
4.	Hey, I'm The Customer	Ron Willingham
5.	Ogilvy On Advertising	David Ogilvy
6.	If It Ain't Broke ... Break It	Robert J. Kriegel & Louis Patler
7.	The Guerrilla Marketing Handbook	Jay Conrad Levinson & Seth Godin
8.	The Future Consumer	Frank Feather
9.	101 Ways to Promote Yourself	Raleigh Pinskey
10.	Technotrends	Daniel Burrus
11.	Customers For Life - How To Turn That One Time Buyer Into A Lifetime Customer	Carl Sewell & Paul B. Brown
12.	Raving Fans	Ken Blanchard
13.	Getting To Yes	Roger Fisher & William Ury
14.	Getting Past No	William Ury
15.	Nine American Lifestyles (buy it used)	Arnold Mitchell
16.	In Search of Excellence	Peters & Waterman
17.	The Power of Positive Thinking	Norman Vincent Peale
18.	Think and Grow Rich	Napoleon Hill
19.	The Greatest Salesman In The World	Og Mandino
20.	Body Language	Julius Fast
21.	Chicken Soup For The Soul	Jack Canfield & Mark Hansen
22.	Men Are From Mars, Women Are From Venus	Dr. John Gray
23.	Made in America	Sam Walton
24.	Being Digital	Nicholas Negroponte
25.	Timeless Body, Ageless Mind	Deepak Chopra
26.	First Things First	Stephen Covey
27.	E-Myth Revisited	Michael Gerber
28.	Don't Sweat The Small stuff	Richard Carlson
29.	The Millionaire Next Door	Thomas J. Stanley, et al
30.	Tuesdays With Morrie	Mitch Alborn
31.	Who Moved My Cheese?	Spenser Johnson
32.	Dig Your Well Before You're Thirsty	Harvey MacKay
33.	The Roaring 2000's	Harry Dent
34.	Inside The Magic Kingdom	Tom Connellan
35.	The Changing Game	Larry Wilson
36.	Customer Bonding - 5 Steps To Lasting Customer Loyalty	Richard Cross & Janet Smith
37.	Tested Advertising Methods	John Caples Rev by Fred E. Hahn
38.	How To Make Your Advertising Make Money	John Caples
39.	The One To One Future - Building Relationships One Customer At A Time	Don Peppers & Martha Rogers, PhD
40.	See You At The Top	Zig Zigler