



Recommended Reading List

(Alphabetical order by title)

- *Action Selling* by Duane Sparks [Selling]
- *Accounting & Financial Fundamentals for Non-financial Execs* by Robert Rachlin & A. Sweeny [Finance]
- *Built to Last* by Jim Collins [Organization & Systems]
- *Business By Referral* by Ivan Misner [Selling]
- *Eat That Frog* by Brian Tracy [Time Management]
- *E-Myth* by Michael Gerber [Organization & Systems]
- *Execution: Discipline of Getting Things Done* by Larry Bossidy & Ram Charan [Management]
- *Finance & Accounting w/o CPA* by Suzanne Caplan [Finance]
- *Fish!* by Stephen Lundin [Team]
- *Good to Great* by Jim Collins [Organization & Systems]
- *Gung Ho!* By Ken Blanchard [Organization & Systems]
- *Instant Cash Flow* by Brad Sugars [Organization & Systems]
- *Instant Systems* by Brad Sugars [Organization & Systems]
- *High Five!* By Ken Blanchard & Sheldon Bowles [Team]
- *How to Make Your Business Run Without You* by Susan Carter [Organization & Systems]
- *Make It So; Leadership Lessons From Star Trek — The Next Generation* by Weiss Roberts & Bill Ross [Leadership]
- *Managing People* by Bob Adams [Team]
- *Managing the Professional Service Firm* by David Maister [Management]
- *Mastering the Rockefeller Habits* by Verne Harnish [Management]
- *Never Eat Alone* by Keith Ferrazzi [Networking]
- *One Minute Manager* by Ken Blanchard & Spencer Johnson [Team]
- *One Minute Manager Meets the Monkey* by Ken Blanchard, et al [Time Management]
- *One Minute Sales Person* by Spencer Johnson [Sales]
- *Our Iceberg is Melting* by John Kotter & Holger Rathgeber [Change Management]



- *Quick Teambuilding Activities for Busy Managers* by Brian Cole Miller [Team]
- *Raving Fans* by Ken Blanchard [Team]
- *Sales Coaching* by Linda Richardson [Selling]
- *Selling the Invisible* by Harvey Beckwith [Selling]
- *Solution Selling* by Michael Bosworth [Selling]
- *Rainmaker's Tool Kit* by Harry Mills [Sales]
- *Tested Advertising Methods* by John Caples [Advertising]
- *The Present* by Spencer Johnson [Team]
- *Whale Done!* by Ken Blanchard [Team]