RECOMMENDED READING

Business Development

"Clients for Life" by Jagdish N. Sheth and Andrew Sobel
"Creating Customer Evangelists" by Jackie Huba and Guy Kawasaki
"Making Rain: The Secrets of Building Lifelong Client Loyalty" by Andrew Sobel
"Power Questions" by Andy Sobel & Jerold Panas
"Power Questions to Build Clients for Life" by Andrew Sobel
"Power Questions to Win the Sale" by Andrew Sobel
"The Trusted Advisor" by David Maister, Charles Green & Robert M. Galford
"Trust Based Selling" by Charles H. Green

Interpersonal Skills

"How to Work a Room: The Ultimate Guide to savvy Socializing in Person and Online" by Susan RoAne
"How to Connect in Business in 90 Seconds or Less" by Nicholas Boothman
"How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships" by Leil Lowades
"Likeability Factor" by Tim Sanders
"Never Eat Alone" by Keith Ferrazzi
"The Speed of Trust" by Stephen M. R. Covey
"The 29% Solution" by Ivan R. Misner, Phd and Michelle R. Donovan

Leadership

"Aligning the Stars" by Jay Lorsch & Thomas Tierney
"Drive" by David H. Pink
"First Among Equals" by Patrick McKenna & David Maister
"It Takes a Team" by Cordell Parvin and Brice Voran
"Leading With the Heart" by Mike Krzyzewski
"Managing the Professional Service Firm" by David Maister
"Principle-Centered Leadership" by Stephen Covey
"The Leadership Challenge" by James M. Kouzes and Barry Z. Posner
"The Leadership Engine" by Noel Tichy with Eli Cohen
"Wooden's "Pyramid of Success" by Brian Biro & John Wooden

Life

"A Whole New Mind" by Daniel H. Pink
"Give and Take" by Adam Grant
"How Will You Measure Your Life?" by Clayton M. Christensen
"Man's Search for Meaning" by Viktor E. Frankel
"The 7 Habits of Highly Effective People" by Stephen Covey
"The Power of Full Engagement" by Jim Loehr and Tony Schwartz
"The Power of Purpose" by Richard J. Leider
"The Ultimate Guide to Mental Toughness" by Daniel Teitelbaum

Emotional Intelligence/Personality Profiles

"Emotional Intelligence" by Daniel Goleman
"Emotional Intelligence at Work" by Hendrie Weisinger, Ph.D.
"Selling with Emotional Intelligence" by Mitch Anthony
"StrengthsFinder 2.0" by Tom Rath

Marketing and Sales

"Heavy Hitter Selling" by Steve W. Martin
"High Trust Selling" by Todd Duncan
"Lynchpin: Are You Indispensable?" by Seth Godin
"Made to Stick" by Chip Heath & Dan Heath
"Spin Selling" by Neil Rackham

"The Dip" by Seth Godin
"The Power of Persuasion" by Robert V. Levine
"The Sales Bible" by Jeffrey H. Gitomer
"The Tipping Point" by Malcolm Gladwell
"To Sell is Human" by Daniel H. Pink
"Trust-Based Selling" by Charles H. Green
"Word of Mouth Marketing" by Andy Sernovitz
"You, Inc." by Harry Beckwith and Christine Clifford Beckwith

Presentation Skills

"10 Simple Secrets of the World's Greatest Business Communications" by Carmine Gallo
"Beyond Bullet Points" by Cliff Atkinson
"Boring to Bravo" by Kristin Arnold
"Presenting to Win: The Art of Telling Your Story" by Jerry Weissman

Blogging and Social Media

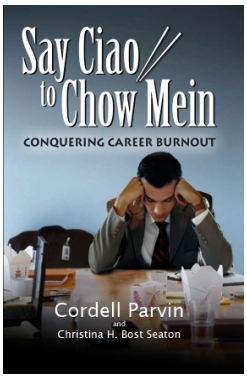
"Blogging the Smart Way" by Jeff Bullas
"Crush It" by Gary Vaynerchuk
"Ctrl Alt Delete" by Mitch Joel
"Facebook Marketing: Designing Your Next Marketing Campaign" by Justin R. Levy
"Groundswell: Winning in a World Transformed by Social Technologies" by Charlene Li and Josh Bernof
"The Anatomy of Buzz Revisited" by Emanuel Rosen
"The Impact Equation" by Chris Brogan and Julien Smith
"The New Community Rules: Marketing on the Social Web" by Tamar Weinberg
"The New Rules of Marketing and PR" by David Meerman Scott
"World Wide Rave" by David Meerman Scott

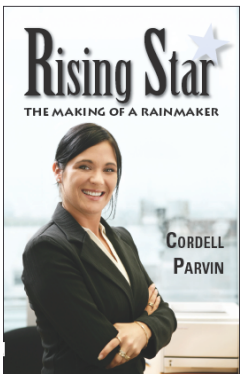
Success

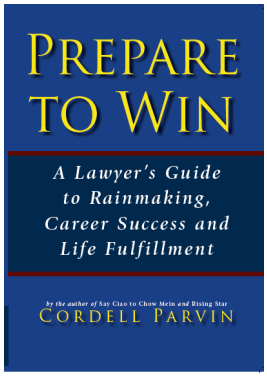
"13 Secrets of World Class Achievers" by Vic Johnson
"Beyond Success" by Brian Biro & John Wooden
"Goals" by Brian Tracy
"Nine Things Successful People Do Differently" by Heidi Grant Halverson
"Power Up Your Life" by Dr. Jill Ammon-Wexler
"Succeed: How We Can Reach Our Goals" by Heidi Grant Halverson
"The Art of Doing" by Camille Sweeney & Josh Gosfield
"The One Thing" by Gary Keller and Jay Papasan
"The Power of Habit" by Charles Duhigg
"The Talent Code" by Daniel Coyle
"You Can Become Exceptional" by Dr. Jill Ammon-Wexler

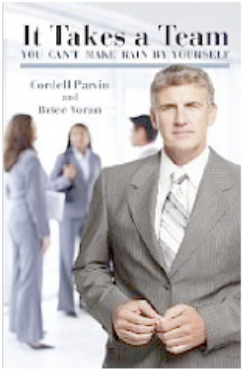
Time Management and Organization

"First Things First" by Stephen Covey, Roger Merrill & Rebecca Merrill
"Getting Things Done" by David Allen









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