

RECOMMENDED READING

Business

“Built to Last: Successful Habits of Visionary Companies” by Jim Collins & Jerry Porras
“Good to Great: Why Some Companies Make the Leap....and Others Don’t” by Jim Collins
“Gung Ho” by Ken Blanchard & Sheldon Bowles
“The Innovation Secrets of Steve Jobs” by Camine Gallo
“Jack Welch and the GE Way” by Robert Slater
“Raving Fans” by Ken Blanchard & Sheldon Bowles
“The Four Obsessions of an Extraordinary Executive” by Patrick Lencioni

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
“The Trusted Advisor” by David Maister, Charles Green & Robert M. Galford
“Trust Based Selling” by Charles H. Green
“Who’s Got Your Back” by Keith Ferrazzi

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
“Never Eat Alone” by Keith Ferrazzi
“Likeability Factor” by Tim Sanders
“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
“Beyond Success” by Brian Biro & John Wooden
“Drive” by David H. Pink
“First Among Equals” by Patrick McKenna & David Maister
“It Takes a Team” by Cordell Parvin and Brice Voran
“The Leadership Challenge” by James M. Kouzes and Barry Z. Posner
“The Leadership Engine” by Noel Tichy with Eli Cohen
“Leading With the Heart” by Mike Krzyzewski
“Managing the Professional Service Firm” by David Maister
“Principle-Centered Leadership” by Stephen Covey
“Wooden’s “Pyramid of Success” by Brian Biro & John Wooden

Life

““A Whole New Mind” by Daniel H. Pink
“The 7 Habits of Highly Effective People” by Stephen Covey
“First Things First” by Stephen Covey, Roger Merrill & Rebecca Merrill
“Getting Things Done” by David Allen
“Goals” by Brian Tracy
“Man’s Search for Meaning” by Viktor E. Frankel
“Nine Things Successful People Do Differently” by Heidi Grant Halverson
“Overachievement” by John Eliot, Ph.D.
“The Power of Full Engagement” by Jim Loehr and Tony Schwartz

“The Power of Purpose” by Richard J. Leider
“Succeed: How We Can Reach Our Goals” by Heidi Grant Halverson
“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

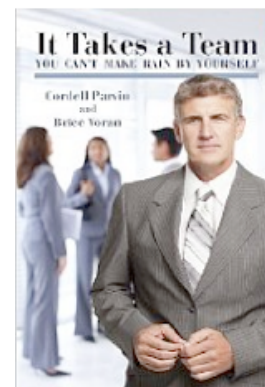
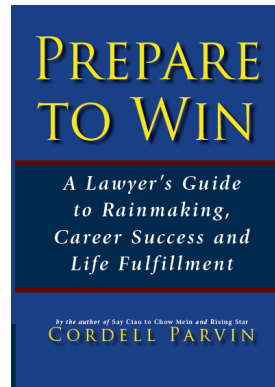
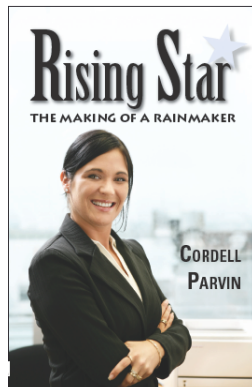
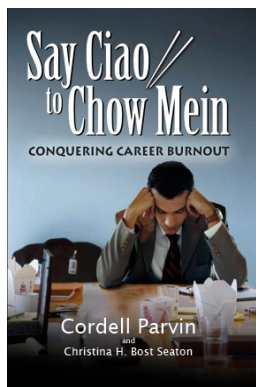
“The Dip” by Seth Godin
“Heavy Hitter Selling” by Steve W. Martin
“High Trust Selling” by Todd Duncan
“Lynchpin: Are You Indispensable?” by Seth Godin
“Made to Stick” by Chip Heath & Dan Heath
“The Sales Bible” by Jeffrey H. Gitomer
“Spin Selling” by Neil Rackham
“The Tipping Point” by Malcolm Gladwell
“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
“Presenting to Win: The Art of Telling Your Story” by Jerry Weissman

Social Media

“The Anatomy of Buzz Revisited” by Emanuel Rosen
“Crush It” by Gary Vaynerchuk
“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 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



Available at: <http://cordellparvin.com>