

Tom's Reading List

ACT NOW - INNOVATION

Art of the Start by Guy Kawasaki
Blink by Malcolm Gladwell
How to Think Like Einstein by Scott Thorpe
Serious Play by Michael Sage
Success by Jack Canfield
The Innovator's Dilemma by Clayton M. Christensen
The Innovator's Paradox by
Tipping Point by Malcolm Gladwell

BRANDING, MARKETING & SELLING

Bang by Sharon Flake
Becoming a Category of One by Joe Galloway
Brand Gap by Marty Neumeier
Focus by Al Ries
Good to Good by Twyla Tharp
Gonzo Marketing by Christopher Locke
Guerilla Marketing Weapons & Guerilla Marketing Excellence by Jay Conrad Levinson
Lovemarks by Kevin Roberts
Moments of Truth by Jan Carlson
Permission Marketing by Seth Godin
Real Time by Regis McKenna
Starbucks by Richard Branson
The Pursuit of WOW by Tom Peters
The New Positioning by Jack Trout

BUSINESS

Creating a New Civilization by Alvin & Heidi Toffler
Dare to Win by Jack Canfield and Mark Victor Hansen
Dilbert (Just for diversion)
Managing the Future by Robert Tucker
Peak Performers by Charles Garfield
Success Is A Choice by Rick Pitino
The Art of the Long View by Peter Schwartz
The Fifth Discipline by Peter Senge
The Goal by Eliyahu Goldratt

Tom's Reading List

The Alexander Complex by Michael Meyer
The Corporate Mystic by Gay Hendricks and Kate Leuterma
The Entrepreneurial Life by David Silver
The Simple Art of Greatness by James X. Mullin
Even Eagles Need A Push by David McNally
Just Do It by Donald Katz
Absolutely Anything by Tom Peters
Any Biographies on Walt Disney

CAREER

Blur by Stan Davis
Circle of Innovation by Tom Peters
Laws of Success by Napoleon Hill
Dream Society by Rolf Jensen
How I Raised Myself from Failure to Success in Selling by Frank Bettger
Leadership is Jazz by Max DePree
Life's A Pitch by Don Peppers
Magic of Thinking Big by David Schwartz
Mindmapping by Tony Buzan
Selling the Invisible by Harry Beck
Small is Beautiful by E. F. Shumacher
The Greatest Salesman in the World by Og Mandino
The One-Minute Salesperson by Johnson/Wilson
The Power of Simplicity by Jack Trout
The Winner Within by Pat Reilly

CHANGE THE WAY YOU THINK

As A Man Thinketh by James Allen
Blink by Malcolm Gladwell
Business Think by Dave Marcum
Cathedral Within by Bill Shore
Courage to Dream by Ron Berman
Covey 7 by Stephen Covey
Covey 8 by Stephen Covey
Discover Your Genius (Copernicus, Gallileo, Brunellesci) by Michael Gelb
Ideafisher by Marsh Fisher
The Art of Business by Raymond T., Ph.D. Yeh, Stephanie H. Yeh

Tom's Reading List

The Strangest Secret in the World by Earl Nightingale
The Thinker's Way by John Chaffee
The Whole Brain by ???
Think & Grow Rich by Napoleon Hill
What the Bleep by William Arntz
Covey on Leadership

CHILDREN (AND ADULTS!)

Harold and the Purple Crayon by Crockett Johnson
Jonathan Livingston Seagull by Richard Bach
Sark!!! (Anthing)
Stone Soup by Marsha Brown
The Power of One (College) by Bryce Courtenay

DO THE MATH

Changing the Game by Larry Wilson
E=MC² by David Bonadis
Every Second Counts by Lance Armstrong
Moneyball by Michael Lewis
Rules for Revolutionaries by Guy Kawasaki
7 Habits by Stephen Covey
The Goal and It's Not Luck by Eliyahu Goldratt
Tipping Point by Malcolm Gladwell

ENTREPRENEUR

The Art of the Start by Guy Kawasaki
Zentrepreneur by Michael Sage
Max Depree

Tom's Reading List

JUST ASK

Critical Path to Sales Success by Frank Sullivan

Question Behind the Question by

Storytelling by Doug Stevenson

Story: Substance, Structure, Style and Principles of Screenwriting by Robert McKee

The Aladdin Factor by Jack Canfield

LIFE

A Better Way to Live by Og Mandino

Don't Sweat the Small Stuff by Richard Carlson

How to Think Like Leonardo Da Vinci by Michael J. Gelb

Leadership is an Art by Max DePree

Leading Without Power by Max DePree

Man's Search for Meaning by Viktor Frankel

Simplify Your Life by Elaine St. James

Soar With Your Strengths by Clifton/Nelson

The Aladdin Factor by Canfield and Hansen

The Artist's Way by Julie Cameron

The Choice by Og Mandino

The Goal by Eliyahu Goldratt

The Precious Present by Spencer Johnson

Think and Grow Rich by Napoleon Hill

True Success by Tom Morris

LIFE/GOALS/PRIORITIES/BALANCE

Go For the Magic by Pat Williams

Half Time and Game Plan by Bob Buford

Living the Simple Life by Elaine St. James

True Success by Tom Morris

The Magic of Thinking Big by David J. Schwartz

OG MANDINO

Secrets for Success and Happiness

The Better Way to Live

The Choice

The Gift of Acabar

Tom's Reading List

The Greatest Secret in the World
The Greatest Miracle in the World
The Return of the Ragpicker
The Spellbinder's Gift
The Twelfth Angel

QUANTUM LEAP

Quantum Leap Physics by Fred Wolfe
Quantum Leap Thinking by James Mapes
Spirit Intelligence by Dana Zohar

RANDOM

Atlas Shrugged by Ayn Rand
22 Immutable Laws of Marketing by Al Ries and Jack Trout
Built to Last by James C. Collins and Jerry L. Porros
Guerrilla Marketing Excellence by Jay Conrad Levinson
Jump Start Your Brain by Doug Hall
Mentally Tough by James Loehr
Stress for Success by James Loehr
The Brain Cell and the Mind Map Book by Tony Buzan
War Fighting ... U.S. Marine Corps
The Fountainhead by Ayn Rand
The Inner Athlete by Dan Millman
The Invitation by Oriah Mountain Dreamer
The Maverick Mindset by Doug Hall
The Power of One by Bryce Courtney
The Right Mountain by Jay Hayhearst, Sr.
The Way of the Peaceful Warrior by Dan Millman
Something from Tony Robbins...just to get the flavor.
Something from Dennis Waitley.

Tom's Reading List

RELATIONSHIPS

Moment of Truth by
How to Win Friends & Influence People by Dale Carnegie
One to One Marketing by Martha Rogers
Rich Dad, Poor Dad by Robert T. Kiyosaki, Sharon L. Lechter
Tomorrow Now by Bruce Sterling
When Customers Talk by T. Scott Gross

SALES

How to Master the Art of Selling by Tom Hopkins)
The One-Minute Salesperson by Blanchard
The Greatest Salesman in the World by Og Mandino
The Mentor by Jack Karoo
Life's A Pitch by Don Peppers
Selling the Invisible by Harry Beckwith
Visionary Selling by Barbara Garrety

Special Note: Probably the best book I've read on sales success is completely out of print but you can find a copy, go for it! *The Critical Path to Sales Success* by Frank E. Sullivan.

YOU'RE IN SALES. GET OVER IT.

Changing the Game by Larry Wilson
Hope Is Not A Strategy by Rick Page
On Selling (???) by Mark McCormack
Re-Imagine by Tom Peters
Strategies that Win Sales by Mark Marone, Seleste Lunsford
The Power of Focus by Jack Canfield and Mark Victor Hansen
Selling the Invisible by Harry Beckwith
Selling to Vito by Anthony Parinello
The Little Red Book of Selling by Jeffrey Gitomer

Tom's Reading List

TALENT & TEAMS

Discover Your Strengths by Stephen Covey
Focus on Strengths by Charles Handy
Geeks & Geezers by Warren G. Bennis, Robert J. Thomas
Good to Great by Jim Collins
Halftime by Bob Buford
Game Plan by Bob Buford
Re-Imagine by Tom Peters
Talent by Tom Peters
Sages by

TECHNOLOGY

Unleashing the Killer App by Larry Downes and Chunka Mui
What Will Be by Michael Dertouzos

MAGAZINES

Fast Company
Inc.
Forbes ASAP
Business 2.0
Wired or Upside or Red Herron