

I'm often asked by clients what they should be reading to enhance their skill set and their effectiveness. Stephan Covey PhD. in his book The Seven Habits of Highly Effective People calls it "Sharpening-The-Saw." Here's what I've been reading through the years...

Audio/Visual Bibliography

Title	Speaker	Publisher
Love Affair With The Customer	James Cecil	
Paradigm Hunting	Joel Barker	Quality Learning Series
Paradigm Pioneers	Joel Barker	Discovering the Future Series
Principle-Centered Leadership	Stephen R. Covey	Covey Leadership Center
Survive Information Overload	Kathryn Alesandrini	Business One Irwin
The Business of Paradigms	Joel Arthur Barker	Discovering the Future Series
The E-Myth - Why Most Businesses Don't Work and What To Do About It	Michael E. Gerber	Quality Learning Series
The New Manager and the New Organization	Tom Peters	Career Track Publications
The Power of Vision	Joel Arthur Barker	Discovering the Future Series
The 7 Habits of Highly Effective People	Stephen R. Covey	Simon & Schuster
The Write Stuff	JWA Video	National Press Publication

Books

Title	Author	Publisher
<u>BRAINSTORMING</u>		
A Whack on the Side of the Head	Roger Von Oech	Warner Books
Brain Dancing	Patrick T. Magee	BrainDance.com
Breakthrough Thinking	Gerald Nadler and Shozo Hibino	Prima Publishing
Breakthrough Thinking, <i>Brainstorming for Inspiration and Ideas</i>	Nick Souter	Sterling Press
Drawing on the Right Side of the Brain	Betty Edwards	Jeremy P. Tarcher, Inc.
It Only Takes One	John Emmerling	Simon & Schuster
Mindmapping, <i>Your Personal Guide to Exploring Creativity and Problem-Solving</i>	Joyce Wycoff	Berkley Press
Think & Grow Rich	Napoleon Hill	Ballantine Books

Title	Author	Publisher
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What A Great Idea	Charles "Chic" Thompson	Harper Perennial
Whole-Brain Thinking	Jacquelyn Wonders & Priscilla Donovan	Ballantine Books

BUSINESS MANAGEMENT

Teaching the Elephant to Dance	James A. Belasco, Ph.D.	Penguin Group
The E Myth	Michael E. Gerber	Harper Business
E Myth Mastery	Michael E. Gerber	Harper Business
The Search of Excellence	Thomas J. Peters and Robert H. Waterman, Jr.	Warner Books
The Toms Peters Seminar	Tom Peters	Vintage Books
Thriving on Chaos	Tom Peters	Harper Perennial

CUSTOMER FOCUS & ENHANCEMENT

50 Powerful Ideas You Can Use to Keep Your Customers	Paul R. Timm, PhD	The Career Press
Beyond Customer Service	Richard F. Gerson, Ph.D.	Crisp Publications
Calming Upset Customers	Rebecca L. Morgan	Crisp Publications
Customer Bonding	Richard Cross and Janet Smith	NTC Business Books
Customer Satisfaction	Dru Scott, Ph.D.	Crisp Publications
Customer Service	Carol Smith and William Young	Home Builder Press
Customers for Life	Carl Sewell and Paul B. Brown	Doubleday
Customers.Com	Patricia B. Seybold	Times Business
How to Save Your Clients From Themselves and Yourself From Them	Curtis Hills	Olde & Oppenheim Publishers
How to Win Customers and Keep Them for Life	Michael LeBoeuf, Ph.D.	Berkley Books
Motivating Customer Service Employees	Leslie Hansen Harps	The Customer Service Group
Quality Customer Service	William B. Martin, Ph.D.	Crisp Publications
Telephone Courtesy & Customer Service	Lloyd C. Finch	Crisp Publications
The Customer Driven Company	Richard C. Whiteley	Addison-Wesley Publishing

Title	Author	Publisher
The Home Owner's Journal	Colleen Jenkins	Blue Sky Marketing, Inc.
The Homeowners Association Manual	Peter M. Dunbar	Suncoast Professional Publishing
The Owner's and Manager's Guide to Condominium Management	Institute of Real Estate Management	Institute of Real Estate Management
The Positive Walk-Through	Carol Smith	Home Builder Press
The Power of Customer Service	Paul R. Timm. Ph.D.	JWA Video
Total Quality Management	F. Gary Lewis	NAHB Research Center
Warranty Service	Carol Smith	Home Builder Press

eMarketing

Blogging for Business	Shel Holy & Ted Demopoulos	Kaplan Publishing
Self Promotion Online	Ilise Benun	North Light Books
The Web Design WOW! Book	Jack Davis & Susan Merritt	Peachpit Press
Web 2.0: A Strategy Guide	Amy Shuen	O'Reilly Media, Inc.

EMPLOYEE DEVELOPMENT

1001 Ways to Reward Employees	Bob Nelson	Workman Publishing
Back-to-Basics Loyalty	Kevin J. Murphy	Eli Press

FUTURE TRENDS

Beyond 2000	Jerry I. Reitman	NTC Business Books
Business @ The Speed of Thought	Bill Gates	Warner Books
Competing for the Future	Gary Hamel and C.K. Prahalad	Harvard Business School Press
Future Tense	Ian Morrison and Greg Schmid	William Morrow and Company, Inc.
Megatrends	John Naisbitt	Warner Books
Megatrends 2000	John Naisbitt and Patricia Aburdene	Avon Books
Paradigms	Joel Arthur Barker	Harper Business
Penturbia	Jack Lessinger, Ph.D.	SocioEconomics, Inc.

Title	Author	Publisher
The Digital Economy	Don Tapscott	McGraw Hill
The 500 Year Delta, <i>What Happens After What Comes Next</i>	Jim Taylor, Watts Wacker	Harper Business
The New New Thing	Michael Lewis	Norton
The Roaring 2000's	Harry S. Dent, Jr.	Simon & Schuster

MANAGEMENT EFFECTIVENESS

13 Fatal Errors Managers Make and How You Can Avoid Them	W. Steven Brown	Berkley Books
A Journey into the Heroic Environment	Rob Lebow	Prima Publishing
A Passion for Excellence	Tom Peters	Warner Books
E Leader, reinventing leadership in a connected economy	Robert Hargrove	Perseus
Enlightened Leadership	Ed Oakley and Doug Krug	Simon & Schuster
Follow Me!	Warren J. Ridge	AMACOM
Heroz	William C. Byham, Ph.D. and Jeff Cox	Harmony Books
In Search of Excellence	Thomas J. Peters and Robert H. Waterman, Jr.	Warner Books
It Takes More Than A Carrot And A Stick	Wess Roberts	Andrews McMeel Publishing
Liberation Management	Tom Peters	Alfred A. Knopf, Inc.
Managing the Future	Robert B. Tucker	Berkley Books
On Becoming A Leader	Warren Bennis	Addison-Wesley Publishing
Principle-Centered Leadership	Stephen R. Covey	Summit Books
Real Time Strategic Change	Robert W. Jacobs	Berrett-Koehler Publishers, Inc.
Reengineering the Corporation	Michael Hammer & James Champy	HarperCollins Publishers, Inc.
Taking Charge	Michal E. Feder	SkillPath Publications, Inc.
The Consultant's Guide to Winning Clients	Herman Holtz	John Wiley & Sons, Inc.
The Heart Of A Leader	Ken Blanchard	Honor Books
The Leadership Imperative	Robert Heller	The Penguin Group
The 21 Immutable Laws of Leadership	John C. Maxwell	Nelson

Title	Author	Publisher
The Visionary Leader	Bob Wall, Robert S. Solum and Mark R. Sobol	Prima Publishing
Top Performance	Zig Ziglar	Berkley Books
Zapp! The Lightening of Empowerment	William C. Byham, Ph.D.	Harmony Books
<u>MARKETING & ADVERTISING</u>		
After-Marketing	Terry G. Vavra	Irwin Professional Publishing
Better Brochures, Catalogs and Mailing Pieces	Jane Maas	St. Martin's Press
Beyond MAXI-Marketing	Stan Rapp and Thomas L. Collins	McGraw-Hill, Inc.
Bottom-Up Marketing	Al Reis & Jack Trout	McGraw-Hill Book Company
Business to Business Advertising	Charles H. Patti, Steven W. Hartley & Susan L. Kennedy	NTC Business Books
Connections	A. Roger Merrill	Publishers Press
Do It Yourself Direct Marketing	Mark S. Bacon	John Wiley & Sons, Inc.
Do-It-Yourself Advertising	Fred E. Hahn	John Wiley & Sons, Inc.
Emotionomics, Winning Hearts and Minds	Dan Hill	Adams Business & Professional
Expecting Referrals	Scott Kramnick	Associates Publishing
Guerrilla Marketing	Jay Conrad Levinson	Houghton Mifflin Company
Guerrilla Marketing Attack	Jay Conrad Levinson	Houghton Mifflin Company
Guerrilla Marketing Excellence	Jay Conrad Levinson	Houghton Mifflin Company
Guerrilla Marketing Weapons	Jay Conrad Levinson	Houghton Mifflin Company
Horse Sense	Al Ries & Jack Trout	McGraw-Hill, Inc.
How to Say It	Rosalie Maggio	Prentice Hall
Integrated Marketing Communications	Don E. Schultz, Stanley I. Tannenbaum, Robert F. Lauterborn	NTC Publishing Group
Market Segmentation	Art Weinstein	Probus Publishing Company
Marketing with Newsletters	Elaine Floyd	Elaine Floyd
Marketing Your Consulting and Professional Services	Dick Connor, CMC and Jeffrey P. Davidson, CMC	John Wiley & Sons, Inc.
Marketing Straight to the Heart	Barry Feig	Amacom
MAXI-Marketing	Stan Rapp & Tom Collins	Plume Books

Title	Author	Publisher
Positioning: The Battle For Your Mind	Al Reis and Jack Trout	Warner Books
Relationship Marketing On The Internet	Roger C. Parker	Parker
Strategic Database Marketing	Arthur M. Hughes	Probus Publishing Company
Style Guide	Lawrence H. Freeman, PhD, Terry R. Bacon, PhD	Shiplely Associates
Successful Advertising Research Methods	Jack Haskins & Alice Kendrick	NTC Business Books
Successful Direct Marketing Methods	Bob Stone	NTC Business Books
The 22 Immutable Laws of Marketing	Al Reis & Jack Trout	Harper Business
The Clustering of America	Michael J. Weiss	Harper & Row
The Complete Book of Contemporary Business Letters	Strategic Communications	Round Lake Publishing
The Copy Workshop Workbook	Bruce Bendinger	National Book Network, Inc.
The Discipline of Market Leaders	Michael Treacy and Fred Wiersema	Addison-Wesley Publishing
The Focus Group	Jane Farley Templeton	Probus Publishing Company
The Handbook for Focus Group Research	Thomas L. Greenbaum	Lexington Books
The Interactive Marketplace	Keith T. Brown	BuildNet
The New Direct Marketing	David Shepard Associates	Irwin Professional Publishing
The Nine American Lifestyles	Arnold Mitchell	Warner Books
The One To One Future	Don Peppers and Martha Rogers, Ph.D.	Doubleday
The Popcorn Report	Faith Popcorn	Doubleday
Words That Sell	Richard Bayan	Contemporary Books

PERSONAL EFFECTIVENESS

<i>Adaptive Coaching, The Art and Practice of a Client-Centered Approach to Performance Improvement</i>	Terry R. Bacon, Karen I. Spear	Davis-Black Publishing
A Thousand Paths to Creativity	David Baird	MQP
A Thousand Paths to Success	Robert Allen	MQP
A Winning Attitude	Michelle Fairfield Poley	SkillPath Publications, Inc.
Back-to-Basics Listening	Kevin J. Murphy	Eli Press

Title	Author	Publisher
Braude's Treasury of Wit & Humor for all Occasions	Jacob M. Braude	Prentice Hall
Co-Active Coaching, <i>New Skills for Coaching People Toward Success in Work and Life</i>	Laura Whitworth, Henry Kimsey-House, Phil Sandahl	Davis-Black Publishing
Consciousness & Healing, <i>Integral Approaches to Mind-Body Medicine</i>	Marilyn Schlitz and Tina Amorok	Elsevier, Churchill, Livingstone
Effective Listening	Kevin J. Murphy	Bantam Books
Feelings Buried Alive Never Die	Karol K Truman	Olympus Distributing
First Things First	Stephen R. Covey	A. Roger Merrill and Rebecca R. Merrill Viking Press
Horse Sense for People	Monty Roberts	Viking Press
How to Deal With Difficult People	Paul Friedman	SkillPath Publications, Inc.
How to Develop & Promote Successful Seminars & Workshops	Howard L. Shenson	John Wiley & Sons, Inc.
How to Get Your Point Across in 30 Seconds or Less	Milo O. Frank	Pocket Books
How to Heal Toxic Thoughts, <i>Simple Tools for Personal Transformation</i>	Sandra Ingerman	Sterling Publishing
How To Read A Person Like a Book	Gerald I. Nierenberg and Henry H. Calero	Pocket Books
How You Do Anything, <i>Is how You Do Everything, A Workbook</i>	Cheri Huber and June Shiver	Keep It Simple Books
Instant Rapport	Michael Brooks	Warner Books
Meetings that Work	Marlene Caroselli, Ed.D.	SkillPath Publications, Inc.
Mind Over Mood	Dennis Greenberger, Ph.D.	Guilford Press
Napolean Hill's Keys to Success	Matthew Sartwell	The Penguin Group
Positive Ways to Manage Anger, <i>Getting Over Getting Mad, in Your Most Important Relationships</i>	Judy Ford	Conari Press
Preventing Job Burnout	Beverly A. Potter, Ph.D.	Crisp Publications
Productivity Power	Jim Temme	SkillPath Publications, Inc.
Simplicity	Bill Jenson	Perseus Books
Strategy Pure & Simple	Michel Robert	McGraw-Hill, Inc.
Staying On the Path	Dr. Wayne Dyer	Hay House, Inc.

Title	Author	Publisher
Stop Whining and Start Living	Dr. Laura Schlessinger	Harper Collins
Sun Tzu For Success	Gerald Michaelson	Adams Media
The Art of Asking Essential Questions, <i>Based on Critical Thinking Concepts and Socratic Principles</i>	Dr. Linda Elder and Dr. Richard Paul	The Foundation of Critical Thinking
The Art of Socratic Questioning, <i>Based Upon Critical Thinking Concepts & Tools</i>	Dr. Richard Paul and Dr. Linda Elder	The Foundation of Critical Thinking
T'ai Chi Classics	Waysun Liao	Shambhala Classics
The 7 Habits of Highly Effective People	Stephen R. Covey	Simon & Schuster
The 8 th Habit	Stephen R. Covey	Free Press
The Art of Advice	Jeswald W. Salacuse	Times Books
The Art of War	Sun Tzu	Dell Publishing
The Best of Bits & Pieces	Arthur F. Lenehan	The Economics Press, Inc.
The Best of SkillPath	Audiocassette Seminars	SkillPath Publications
The Business of Listening	Diane Bone	Crisp Publications
The China Card	Robert Czesehin	Newstar Orient
The Feeling Good Handbook	Dr. David R. Burns, M.D.	Plume
The Law of Attraction	Michael J. Losier	Wellness Central
The Law of Attraction in Action	Deanna Davis, Ph.D.	Perigee Books, Ltd
The Little Book of Atheist Spirituality	Andre' Comte-Sponville	Viking
The Man Who Listens To Horses	Monty Roberts	Viking Press
The Memory Jogger Plus	Michael Brassard	GOAL/QPC
The Only 250 letters & Memos Managers Will Ever Need	Ron Tepper	John Wiley & Sons. Inc.
The Power of Business Rapport	Dr. Michael Brooks	HarperCollins Publishers, Inc.
The Recovery Medicine Wheel, <i>an Alternative Pathway to Healing & Wellness</i>	Kip Coggins	Ventajas, LLC
The Seat of The Soul	Gary Zukav	Simon & Schuster
The Seven Levels of Change	Role Smith	Summit
The Strategy Process	Henry Mintzberg and James Brian Quinn	Prentice Hall

Title	Author	Publisher
The Thinking Toolkit	Morgan D. Jones	Three Rivers Press
The Zen Path Though Depression	Philip Martin	Harper Collins
Vital Lies, Simple Truths	Daniel Goleman	Simon & Schuster
Welcome to Your Brain	Sandra Aamodt, Ph.D. Sam Wang, Ph.D.	Bloomsbury, USA
What Ever It Takes, <i>A journey Into The Heart Of Human Achievement</i>	Bob Moawad	Com-pen'di-um, Inc.
What the Bleep Do We Know, <i>Discovering the Endless Possibilities for Altering Your Every Day Reality</i>	William Arntz, Betsy Chasse and Mark Vicente	Health Communications, Inc.
Why Didn't I Say That?	Donald H. Weiss	AMACOM
Wisdom of the Ages	Wayne W. Dyer	Harper Collins
You've Got to be Believed to be Heard	Bert Decker	St. Martin's Press

SALES & BUSINESS DEVELOPMENT

138 Quick Ideas to Get More Clients	Howard L. Shenson and Jerry R. Wilson	John Wiley & Sons, Inc.
Back-to-Basics Selling	Kevin J. Murphy	Eli Press
Collaborative Selling	Dr. Tony Alessandra and Rick Barrera, CSP	John Wiley & Sons, Inc.
Getting Past No	William Ury	Bantam Books
Guerrilla Selling	Jay Conrad Levinson	Houghton Mifflin Company
SALES LetterWorks	Nate Rosenblatt	Round Lake Publishing
Sales Letters That Sizzle	Herschell Gordon Lewis	NTC Business Books
Secrets of the Superstars	Bonnie Alfriend	Alfriend and Associates
Spend less-Sell More	David Rosenzweig	Probus Publishing
Strategic Selling	Robert B. Miller and Stephen E. Heiman	Warner Books
The Power of Consultative Selling	Bryce Webster	Prentice-Hall, Inc.

WRITING

Inspired Creative Writing	Alexander Gordon Smith	Penguin Group
Old Friends from Far Away, <i>The Practice of Writing Memoir</i>	Natalie Goldberg	Free Press

Title	Author	Publisher
The Essential Writers Notebook	Natalie Goldberg	Bantam Books
The Tao of Writing	Ralph L. Wahlstrom	Adams Media
Thunder and Lighting	Natalie Goldberg	Peter Pauper Press, Inc.
Writing Down the Bones, <i>Feeling the Writer Within</i>	Natalie Goldberg	Shambhala