

Best Business Books Ever Written

Ignorance is not bliss! The book you did not read will not help you!

“Knowledge must be gained by ourselves. Mankind may supply us with the facts; but the results, even if they agree with previous ones, must be the work of our mind.”

Benjamin “Dizzy” Disraeli

“Nothing can resist the human will that will stake even its existence on its stated purpose.”

Benjamin “Dizzy” Disraeli

Business and Audio Books:

- “ Good To Great and Built To Last ” - *Jim Collins*
- “ How To Build A Fortune ” - *Trump University*
- “ Seven Habits of Highly Effective People ” - *Stephen Covey*
- “ First Things First ” - *Stephen Covey and Robert Merrill*
- “ What Would Google Do? ” - *Jeff Jarvis*
- “ The Purple Cow ” - *Seth Godin*
- “ Six Thinking Hats ” - *Edward de Bono*
- “ Indispensable: How To Become The Company That Your Customers Can't Live Without ” - *Joe Calloway*
- “ Now, Discover Your Strengths ” - *Marcus Buckingham and Donald O. Clifton*
- “ Blink: The Power of Thinking Without Thinking ” - *Malcolm Gladwell*
- “ The Pursuit of Prime: Maximize Your Company's Success With The Adizes Program ” - *Ichak Adizes*
- “ Green Eggs and Ham ” - *Dr. Seuss*
- “ Rich Dad and Poor Dad ” - *Robert Koyosaski*
- “ The Goal ” - *E. Goldratt*
- “ It's Not Luck ” - *E. Goldratt*
- “ The Theory of Constraint ” - *E. Goldratt*
- “ The One Thing You Need to Know ” - *M. Buckingham*
- “ Top Grading ” - *B. Smart*

Inspirational Books and Audio:

- “ Think and Grow Rich ” - *Napoleon Hill (tape series also available from Nightingale and Conant)*
- “ Napoleon Hill's Keys to Success ” - *Napoleon Hill*
- “ How to Win Friends and Influence People ” - *Dale Carnegie*
- “ The Power of Positive Thinking ” - *Norman Vincent Peale*
- “ Success Through A Positive Mental Attitude ” - *Napoleon Hill & W. Clement Stone*
- “ The Richest Man in Babylon ” - *George Clason*
- “ As a Man Thinketh ” - *James Allen*
- “ The Success Principles ” - *Jack Canfield*
- “ The Strangest Secret ” - *Earl Nightingale*
- “ Lead The Field ” - *Earl Nightingale*
- “ The Psychology of Success ” - *Brain Tracy*
- “ The Day That Turns Your Life Around ” - *Jim Rohn*
- “ Dreams From My Father ” - *Barack Obama*
- “ The Art of Exceptional Living ” - *Jim Rohn*
- “ Be: Life Is Here and It Is Now ” - *Kobi Yamada*
- “ Life is Tremendous ” - *Charlie Tremendous Jones*
- “ Dream Big ” - *Ian Falconer*
- “ Change the Way You See Everything: Through Asset-Based Thinking ” - *Kahtryn D. Cramer, Hank Wasiak*
- “ Wooden on Leadership ” - *John Wooden*
- “ The indisputable Laws of Leadership ” - *John Maxwell*

Sales Books and Audio:

- “ The Force ” - *Jeffrey Gitomer*
- “ The Tipping Point ” - *Malcolm Galdwell*
- “ The Little Red Book Of Selling ” - *Jeffrey Gitomer*
- “ The Greatest Salesman in the World ” - *Og Mandino*
- “ Swim with the Sharks ” - *Harvey Mackay*
- “ Atlas Shrugged ” - *Ayn Rand*
- “ The Fountainhead ” - *Ayn Rand*
- “ Psycho Cybernetics ” - *Maxwell Maltz*
- “ Non-Manipulative Selling ” - *Tony Alessandra*
- “ Thinkertoys ” - *Michael Michalko*
- “ The Sales Bible ” - *Jeffrey Gitomer (Hey, that's me!)*
- “ Customer Satisfaction is Worthless, Customer Loyalty is Priceless ” - *Jeffrey Gitomer*
- “ Serious Creativity ” - *Edward de Bono*
- “ Advanced Selling Techniques ” - *Brian Tracy*

The Best Newspapers and Magazines:

Financial Times
The Economist
Wall Street Journal
New York Times