

Wayne Fredrick's

Recommended Book List

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Big Bucks!- - Kenneth Blanchard, Sheldon Bowles
E-myth Revisited— Michael Gerber
The Millionaire Mind— Thomas Stanley
Your Marketing Sucks— – Mark Stevens
Million Dollar Habits-Robert Ringer
The 23 Immutable Laws Of Marketing— Al Ries, Jack Trout
The 23 Immutable Laws of Branding — Al Ries, Laura Ries
You Squared— Price Pritchett
The Present— Spencer Johnson
Rich Dad Poor Dad— – Robert Kiyosaki
Who Moved My Cheese?— Spencer Johnson
13 Fatal Errors Managers Make & How to Avoid Them-W. Steven Brown
Think & Grow Rich — Napoleon Hill
The Power Of Positive Thinking— Norman Vincent Peale
The Millionaire Next Door— Thomas Stanley, William Daulo
Buffetology— – Mary Buffet, Dennis Clark
Focus— Al Ries
The Seven Habits Of Highly Effective People— Steven Covey
The Greatest Salesman In The World— Og Mandino
Tuesdays With Morrie — – Mitch Alborn
Good To Great— James C. Collins
How To Think Like A CEO— D.A. Benton
Customer Satisfaction Is Worthless— Jeffrey Gitomer

Selling The Invisible — Harry Beckwith
FISH! - Stephen C. Lundin
The Purpose Driven Life — Rick Warren
Broken Windows/Broken Business—Levine
My Life in Advertising—Claude Hopkins
The Dip—Seth Godin
The Travelers Guide—Andy Andrews
Your Marketing Sucks—Mark Stevens
Your Management Sucks—Mark Stevens
The Three Laws of Performance—Steve Zaffron and Dave Logan
Outliers—Malcolm Gladwell
Essentialism-Greg McKeown
Blue Ocean Strategy-W. Chan Kim and Renee Mauborgn:
Meditations –Marcus Aurelius
Grit:- Angela Duckworth
Boundaries for Leaders—Henry Cloud
Radical Candor—Kim Scott
Rocket Fuel—Gino Wickman
The Miracle Morning—Hal Elrod
Magnetic Marketing—Dan Kennedy
Hug Your People—Jack Mitchell
This Is Marketing—Seth Godin
Green Lights—Matthew McConaughey
As a Man Thinketh—James Allen
Man ' s Search for Meaning—Viktor Frankl
Multipliers—Liz Wickman