

## FOCUS ON

# SUMMER READING 2016

## WORTHWHILE BUSINESS BOOKS YOU MAY HAVE MISSED

### The Art of the Sale

Powell, Meridith Elliott

#### ***42 Rules to Turn Prospects Into Customers***

658.85 POW (DH)

Drawing on twenty years of successful sales experience, Powell shows you step-by-step how to build relationships, establish trust, maximize efficiency, and generate a positive bottom line.

Broughton, Philip

#### ***The Art of The Sale: Learning from the Masters About The Business of Life***

658.85 BRO (DH)

What does it take to be very good in sales? Profiling a variety of extremely successful salespeople worldwide, Broughton analyzes the necessary skills.

Riccoboni, Adam

#### ***The Art of Selling Yourself: The Simple Step-by-Step Process for Success in Business and Life***

Distinguish yourself from the crowd. Although not groundbreaking research, the case studies are quite informative. Profiles of Oprah Winfrey, Jeff Bozos, Warren Buffet, and Mark Zuckerberg offer a primer on how to sell yourself in a variety of business situations.

### Success in Business

Shapiro, Gary

#### ***Ninja Innovation: The Ten Killer Strategies of the World's Most Successful Businesses***

650.1 SHA (DH)

Are you a Ninja? Intelligent, highly adaptable, speedy and innovative? Do you overcome challenges and overpower competitors? If you are not, **read this**. Shapiro has worked with the world's most innovative companies (Ebay, Amazon, Intel, Apple and more) and shares his observations.

McArdle, Megan

#### ***The Up Side of Down: Why Failing Well is the Key to Success***

650.1 MCA (DH)

How can failure lead to success? This is an interesting book that looks at the psychology behind rebounding from defeat. The ability to accept failure, learn from it, and move on is essential for promoting a culture of entrepreneurship and risk taking.

Mycoskie, Blake

#### ***Start Something That Matters***

658.408 MYC (DH) (M)

Founder of TOMS Shoes, Blake is on a mission. An advocate of "conscious capitalism", he wants to change the way businesses act and think.

For every pair of TOMS Shoes purchased, a second pair is donated to a child in need. This is a creative business model for those ready to make a difference.

### Leadership

Maxwell, John

#### ***Good Leaders Ask Great Questions: Your Foundation for Successful Leadership***

658.4092 MAX (DH)

Questions elicit different perspectives, challenge the status quo, and open up new avenues of thought. John Maxwell, a maven on leadership, cleverly focuses on the questions leaders should be asking themselves—their own motivations and effectiveness. He then entertains 70 questions readers worldwide have consistently asked over the years. This is an easily read treatise on how a well run workplace should function.

Myers, Betsy

#### ***Take The Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You***

658.4092 MYE (DH)

What makes an outstanding leader? Myers, former Director of the Harvard Center For Public Leadership, demonstrates how outstanding leadership has less to do with knowing the

answers, and more to do with asking the right questions, and carefully listening to the input, experiences, and perceptions of those around them. How you treat people, how you make them feel, and how you connect with them ultimately determines the kinds of relationships you'll have.

Maxwell, John

***The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You***

658.4092 MAX (DH)

A classic in leadership, Maxwell's book has been completely revised and updated. He uses notable historical figures to illustrate each of these laws. Notables include: Theodore Roosevelt, Winston Churchill, FDR, Lee Iacocca, and Ray Kroc to name a few.

**It's All in the Presentation**

Gallo, Carmine

***The Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of Any Audience***

658.452 GAL (DH) (M)

Steve Jobs was a public speaking legend. When he took the stage, he did not deliver a presentation, he offered the audience an experience. You may never achieve the level of Jobs, but your presentations will certainly rise above the mediocre.

McCormack, Joseph

***Brief: Make a Bigger Impact by Saying Less***

658.85019 MCC (DH)

Today, attention spans are **very short**. Brevity is the buzzword among successful executives.

Become a lean communicator and say more with less.

Gallo, Carmine

***Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds***

658.452 GAL (DH)

What is TED? TED, an acronym for technology, entertainment, and design, is a non-profit begun in 1984 to bring together the movers and shakers in these industries and to spread innovative ideas. Their presentations are the "gold standard" for public speakers around the world. Gallo has analyzed hundreds of TED talks and has arrived at 9 points that make these presentations compelling and noteworthy.

**Marketing**

Kang, Karen

***Branding Pays: The Five Step System to Reinvent Your Personal Brand***

658.827 KAN (DH)

Take charge of your brand and leave nothing to chance. Your image and reputation are your personal brand. A strong personal brand is the key to influence, opportunities and advancement. Kang, a veteran brand strategist, presents a five step plan that hits the mark.

Sernovitz, Andy

***Word of Mouth Marketing: How Smart Companies Get People Talking***

658.87 SER (DH)

Happy customers are a company's greatest advertisers. Sernovitz provides readers with a roadmap to successfully operate a word of mouth campaign utilizing the **Five Ts**—

talkers, topics, tools, taking part, and trackers.

Daves, Christina

***PR for Anyone: 100 Affordable Ways to Easily Create Buzz for Your Business***

658.872 DAV (DH)

Written from the experiences of a small business owner, Daves effectively created an in-house publicity campaign that landed her company on 50 media outlets in one year. Not bad.

Jones, Graham

***Click.ology: What Works in Online Shopping and How Your Business Can Use Consumer Psychology to Succeed***

658.834 JON (DH)

Consumers shop differently online than they do in brick and mortar stores. Understand these differences and use them to your advantage. Jones is a leading Internet psychologist who has spent fifteen years analyzing consumer behavior on the web.

Vaynerchuk, Gary

***Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World***

658.872 VAY (DH)

Content is king. Drawing on boxing terminology, Vaynerchuk argues many companies do not land effective punches when tailoring their message on social media websites. High quality content tailored specifically to each platform is paramount and he addresses the "unique flavor" of each.

[All these books are available at the library.](#)