

“The Transforming Power of Achievement” by Keith Powell
Pages 100/111 The Power of Opportunity

“The Four Hour Work Week” by Tim Ferriss
Page 93 Check emails twice a day only

“What Got You Here Won't Get You There” by Marshall Goldsmith
Page 109 Is this appropriate & how much should I share?

“Nuts” by Kevin & Jackie Freiberg
Page 48 Mission statement
Page 97 Think like an owner

“The Gospel According to Starbucks” by Leonard Sweet
Page 142 Why connection sells

“Miracle in the Andes” by Nando Parrado
Page 267 Epilogue - Power of the human spirit

“7 Habits of Highly Effective People” by Stephen Covey
Page 97 Habit 2 - Begin with the End in Mind

“First Things First” by Stephen Covey
Page 16 More than doing things right, it's doing the right thing.

“Who Moved My Cheese” by Spencer Johnson
Page 48 What would you do if you weren't afraid?

“Uncommon Friends” by James Newton
Page 24 What it boils down to is one percent inspiration & ninety-percent perspiration.
Page 71 You lose some & you win some, but stick to honesty no matter how much you need the business.

“Harry Potter and The Sorcerers Stone” by J. K. Rowling
Page 298 Fear of a name increase fear of the thing itself

“From Worst to First” by Gordon Bethune

Page 99 Ambulance in the valley

Page 268 Know your business

“The Millionaire Messenger” by Brendon Burchard

Page 102 Positioning - the Wow

“Raving Fans” by Ken Blanchard & Sheldon Bowles

Page 121 Listen to Customers

“Over The Top” by Zig Ziglar

Page 127 Feelings Follow Actions

“The Thank You Economy” by Gary Vanynerchuk

Page 7 Change is Here

“Jesus CEO” by Laurie Beth Jones

Page 87 Have a plan / Picture this...

“Selling The Dream” by Guy Kawasaki

Page 64 The longer the mission statement, the more likely the organization will fail

“The Charge” by Brendon Burchard

Page 55 Two things I could schedule in my calendar right now to “control for new’ and introduce novelty...

“Books can be dangerous. The best ones should be labeled
‘This could change your life.’” ~ Helen Exley