

Recommended Reading

You've probably figured by now I'm a huge advocate of filling your grey matter with the right stuff. Here are a few books that should be on your shortlist. And there is plenty more I can recommend when you're done 😊.

Personally, I usually buy a physical copy, a kindle copy and audio (unless the kindle copy has it) – that way I have them wherever I go. In particular, use your driving time wisely – listen to some good stuff.

There are a few here I know you've already read – and a second read is valuable so they stay on the list:

			
<p>22 Immutable Laws of Marketing</p> <p>Al Reis & Jack Trout</p>	<p>The Great Sales Book</p> <p>Jack Collis</p>	<p>The Little Red Book of Selling</p> <p>Jeffrey Gitomer</p>	<p>Epic Content Marketing</p> <p>Joe Pulizzi</p>
			
<p>Developing the Leader Within You</p> <p>John C. Maxwell</p>	<p>7 Habits of Highly Effective People</p> <p>Stephen R. Covey</p>	<p>Think and Grow Rich</p> <p>Napoleon Hill</p>	<p>Good to Great</p> <p>Jim Collins</p>

<p>First, Break All the Rules</p> <p>Marcus Buckingham & Curt Coffman</p>	<p>The Advantage</p> <p>Patrick Lencioni</p>	<p>Simple Numbers, Straight Talk, BIG Profits</p> <p>Greg Crabtree</p>	<p>Profits Aren't Everything, They're the Only Thing</p> <p>George Cloutier</p>
<p>The E-Myth Revisited</p> <p>Michael E. Gerber</p>	<p>The Great Game of Business</p> <p>Jack Stack</p>	<p>Oh, the Places You'll Go</p> <p>Dr. Seuss</p>	<p>Awaken the Giant Within</p> <p>Anthony Robbins</p>
<p>Creating Competitive Advantage</p> <p>Jaynie L. Smith</p>	<p>The Obstacle is the Way</p> <p>Ryan Holiday</p>	<p>Jumping off the Hamster Wheel</p> <p>Jamie Cunningham</p>	