



# Recommended Reads

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35 Books To Get You (And Keep You) Going

# Reading is one of the simplest forms of development

É f r ppú° —U

How can you read more each and every day?

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Pick a page number per day and pick a time-slot where you look after you!

Want to read two business books per month? Well most business books average out at 250 pages so that would be 500 pages per month...

Say you read 6 days per week and took one day off that's about 20 pages per day to get the job done...

Set times where you are fresh and ready, I personally find the morning great but do you!

Worst case, make it fit.

So, grab your book list get ordering and get reading...°

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## Book Yourself Solid ó q ó Ūp—

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## Emotional Intelligence 2.0 ó r Ū

**M Ū p**

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## Subscribed ó © p ©

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## Oversubscribed ó 4 Ū p — p p

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## The Membership Mindset ó ; Ū p

**q d p**

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Contagious *ó f Ū :p p*

Hj r ] [i 'tj p'bj 'Vd'fg Tcah\j j f'cbccbcn'r c[o][i 'h[f\_ 'nj h\_ 'æd'bn'  
 ][d'c] i '[i ^j æ\_m'^d\_j po'A ]g\_q\_nm[ ^°

Never Split The Difference *ó : Ā*

L\_ [m'ic] r 'g 'i \_bj æ[ q\_ d' \pnd'\_m`rjh '[ 'c] nq' b\_ i \_bj æ[ g' mTc\_ nq' f\_ n°  
 ][i i j ob\_oh p] c'c'bc\_mDj d' b^ \_[ g'g\_ 'tj p'ng\_ ^\_k\_ i ^\_ ^j i 'd°

Purple Cow *ó ;p Mú*

Tc\_ h [rñ\_æ] b'rk[ ]\_ 'h] g'æ\_m^[i ^S\_æ'Gj ^d' g'j fn[óc] r 'tj p][i \\_°  
 q\_rh 'q\_rh'^d'\_mi o°

The Tipping Point *ó q ôpŪMŪ p*

Tcah\j j f 'b'æ\_n'tj p'[i 'd'\_[j `] n'æ][g'h [m' r c[óc[kk\_i n'r c\_i 'tj p'kprc°  
 j q\_ræ\_ h [bd' i ph\\_nj' nm][c \j 'd] b'kj d'o°

The 1 Page Marketing Plan *ó ° Ū '4ó*

W[i o'g 'ng' k'tj p'm'hi ^j h '[ ]onj `h [rñ\_æ] b' m[ ^æ'cah\j j f '[i ^j 'g' r 'd'°  
 k'g' i n°

To Sell Is Human *ó '4Ū pU:—*

L\_ [m'ic] r 'g 'h j q\_ k\_j k'g [i ^Hj r 'g 'b\_æ\_h' g' 'd'f\_ [ ]'d] i °



Ū 4p p



What got you here, won't get you

there ó qŪ Ū Mú

Fd \_tj prh j q\_n'g 'b\_ó\_q\_i `præ\_n'íl 'g\_l 'G\_æil b'g '[ 'bj j ^'kj n'ól] i °  
dh'bm[ ó\póæ\_i æ\_c[m'r j r'f'nd' r'n 'Tc'h\j j f' b'æ\_n'tj p[i 'd'nd'\_g] j f[ ó  
g\_q\_æil b'pk °

The Surrender Experiment ó q ô Ūp °

i p

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The 10% Entrepreneur ó :Ū ô f

qōM

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tj p'æ\_`\_j j 'g'g 'bj 'nj h\_j `æ\_r [t'dl [i ^ng' r g' b'rj r 'A 'bm[ ó\j j f`j m  
[i tj i\_r [i æil b'g 'p'r'n æ\_á'm'd'\_ \p'níl \_n'd' g' æ\_á'm'd'\_ °

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The One Thing ó MŪ hp p

Sp]c[ 'ndh kg' m[ ^æ[ ob'æ\_n'tj p'æ\_`^á'h] æi 'g' ^j 'æ\_æd' b'n'æ[ óh [æ\_mí  
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The Idea In You ó ° p :p p

T[f\_`tj p'rik[ m'g] i [i ^h [f\_`æc[ k'k\_i 'r æ' Tc\_ 'l^\_ [li 'Yj p 'Dj 'tj p'ic[ q\_ °  
[i 'd'\_ [ 'c'd' d' b' d' nd'\_ 'tj p'æ[ ór [i ó'g 'b\_ó j po 'G\_ó'd' g' æh °

# TED Talks The Official TED Guide To Public Speaking **ó : ° ú**

Tcah'ahi j oepnoe\_hj noid ndbcopg\j j f\_q\_nir rto\_i j i 'kp\g] 'nk\_[fdl b on°  
[g] ['\ng] i o'krh] pi ^'g] j f[ocj r 'g ] j h h pi d[oe ' T'tj p'c[q\_g 'nk\_[f°  
d' kp\g] j mndh kg'r [i og 'j] h h pi d[oe '\\_oe mæch] j pg '\\_tj p'm[ qd b°  
brh]\_ °

## How To Break Up With Your Phone **ó . Ú p p-ú**

In'tj p'ncj i \_'oe\_`dnoced b'tj p'm[[c`j nml 'oe\_hj mál b[i ^'oe\_g] noæd b°  
tj p' ['krh] g] [g'c[i ^n] i kg] i 'g '\m[f'pk [i ^'oe\_i 'h[f\_pk r æ'tj p'm°  
kcj i \_ T'tj p`\_ggf \_'oe\_ \g\_kn[i ^i j æ] [g] i n[m] [pnd b'tj p'^rh [n°  
æchir g]c\_g °

## 18 Minutes **ó -p p - p Ú**

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] gæ\_m[ i ^'æ'oh] g] i n[ i ^'d ^'r [t'g `j] ] pn] i 'æj n\_f\_t'æ h n'r c]c°  
[m'opg æ\_g k'krh] rto\_nid j p'ng] n 'Bmbh [i 'r j rfn`rh] æ\_kmh æ\_æ[ o°  
æ\_\\_noir [t'g ] j h \[o] j i n] i o[ i ^'æ'oh] æ b'd o'pka] i n'oh'g ] m[ o°  
krh^p] æ\_ ^'oh] g] i nj `j i \_nj r i °

## Rock Your Presentation **ó r p-Ú**

Tcah\j j f'r g] krho] otj p'm[ p^di ] \_n`rh] æ\_`j g] r d b'^ah] m\_m 'D\_[æ°  
\t Pj r \_R] d oT\_`ph 'Cj h kpg]æ\_`d b\_æ b 'Lj nd b æ\_ Wg] g] Læ\_ °  
Sti ^rh]\_ °

- p ° ô p

## Users not Customers ó °Ü ; Ü

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## It's Who You Know ó fÜ pNÜ p

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## How To Build An Online Business ó

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## Company Of One ó :-Ü fÜ

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# What The CEO Wants You To Know **ó**

## **šŮ : ŮŮ**

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r j rđ^°

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## Good To Great **ó f :**

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\j j f\`t'Jd`C`Cj gđ n'æ[o^\_n]mđ\_n'cjr ]j h k[i d\_n'đh i mđj i ``rjh \\_d b°  
bj j ^]j h k[i d\_n'đ b'm[o]j h k[i d\_n'[i ^cjr 'h j nđ]j h k[i d\_n`[đđ^°  
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## The \$100 Start Up **ó :** **M pđŮ**

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kpŭp

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## The Trillion Dollar Coach **ó 8 ôj ô ú**

**Ū ū p**

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'rjh 'g\_b\_i ^[ñ]j []c[i ^\pñd\_m\_s\_]pñd\_ 'BñjC[h k\\_\ñj

## The Coaching Habit **ó q ôpŪ- Ū**

**i Ū p**

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l p\_ñj] i n'g 'ñq r°

## Mentoring 101 **ó f : qŪ p**

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ñj h\_j i \_ñr [m j pñj \_^ 'M[sr\_ñj skñd ñc j r 'g ] c j n\_æ\_ñr cñ  
k\_mj i 'g 'h\_i g mñj r 'g ] m[q\_æ\_ñr cñ\_i qñj h\_i o j mñ [ ^\_m'g 'æñd\_°  
[i ^brñr '[i ^c j r 'g 'b\_ñd rñ ^°

## Principles **ó šŪ 4Ū**

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h [i [b\_h\_i óñññ\_bñd\_ñd 'æññrñ\_ [i ^]j h k\_ññ bñm [ ^°

## Leadership Hacks **ó j ô i p**

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 H [ ] f n [ g j d j i \_ °

## Whale Done **ó h p - Ū ó Ū ú**

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 ] j h h j i r d e [ ' ^ d \_ g i f d j m r c [ g \_ T c h r j m \_ s k g d n i e [ o ^ j e r c [ g n °  
 [ i ^ k \_ j k g k \_ m j r h \ \_ e \_ m r c \_ i ' t j p [ ] ] \_ i p [ o \_ e \_ k j n o d \_ °

## Who Moved My Cheese **ó ; p p f**

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 ] g m j r n o i ' d i e \_ ! . n [ i ^ a h [ ' h j e d [ o j i [ g \ p n d \_ m ^ \ \ g \_ e [ o n d i ^ n °  
 e \_ o \_ n o j ' ^ a h \_ °

## Our Iceberg Is Melting **ó f h p Ū ú**

### **U p š Ū p p**

A n d h k g [ \ g [ \ j p o k \_ i b p d n e p n o [ o \_ n i c j r ' g ' ] j i l p \_ m j c [ i b \_ r d e °  
 k r j ' j p i ^ g \_ m j i n ' j m r j m d b [ i ^ g p d b d i ' i \_ q \_ m j c [ i b d b r j r g ^ °