

People Biz, Inc.

ALICIA MARIE'S "BOOKS I LOVE"

Personal Growth/ Leadership

How to Win Friends and Influence People by Dale Carnegie
How to Stop Worrying and Start Living by Dale Carnegie
Highest Goal by Michael Ray
Four Agreements by Don Miguel Ruiz
The Right Questions by Debbie Ford
Passion Test by Janet Bray Attwood
Letting Go by David Hawkins
Power vs. Force by David Hawkins
Leadership and Self-deception by Arbinger Institute
The 7 Spiritual Laws of Success - Deepak Chopra
What Got You Here Won't Get You There by Marshall Goldsmith

Goal Setting

Create Your Own Future by Brian Tracy
Who Moved My Cheese by Spencer Johnson, MD
The Magic Lamp by Keith Ellis
First things First by Stephen Covey

Improving Sales and Time Management

SPIN Selling by Neil Rackham
The Unfair Advantage: Practical Applications of Psychological Selling Skills (NLP) by Duane Lakin Ph.D.
How Winners Sell by Dave Stein
The Sales Bible by Jeffrey H. Gitomer
Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers
by Geoffrey A. Moore, Regis McKenna
How to Sell More in Less Time, With No Rejection, Using Common Sense : Telephone Techniques
by Art Sobczak
High Probability Selling by Jacques Werth & Nicholas E. Ruben
Selling the Invisible by Harry Beckwith
Secrets of Question Based Selling by Thomas Freese
It Only Takes 1% by Thomas Freese
Power Base Selling by Jim Holden

How to Master the Art of Selling by Tom Hopkins
The Sales Advantage by Oliver Crom & Michael Crom
The Power of Full Engagement Jim Loehr
Getting Things Done by David Allen
Eat that Frog by Brian Tracy
80/20 Principle by Richard Koch
Time Traps by Todd Duncan

Networking

Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need by Harvey Mackay
Endless Referrals by Bob Burg

Strategies

The Art of War by Sun Tzu
The 7 Habits of Highly Effective People by Stephen Covey
Principal Centered Leadership by Stephen Covey
In Search of Excellence by Tom Peters
Why Smart Executives Fail by Sydney Finkelstein
Visionary Business by Marc Allen
The Company of the Future by Frances Cairncross
Winning by Jack Welch
Good to Great by Jim Collins

Branding and Improving Marketing Effectiveness

The Brand Called You by Peter Montoya
Selling the Invisible by Harry Beckwith
Purple Cow by Seth Godwin
Marketing Aesthetics: The Strategic Management of Brands, Identity, and Image
by Bernd Schmitt and Alex Simonson
Built to Last by James Collins and Jerry Porras
Reputation: Realizing Value from the Corporate Image by Charles J. Fombrun
Permission Marketing by Seth Godin
Getting Everything You Can Out Of all you have got by Jay Abraham
Tipping point by Malcolm Gladwell

Incentives and Motivating Your Staff

Why Pride Matters More Than Money by Jon Katzenbach
Accountability by Rob Lebow and Randy Spitzer
Traction: Get a Grip on Your Business by Gino Wickman

Internet Marketing and Web Development

Making Money in Cyberspace by Paul and Sarah Edwards
The Big Red Fez by Seth Godin

Employee Management

Everything You Need to Know About Managing People by Stephen Robbins
Working Without a Net by Maury Schechtman
The One Minute Manager by Spencer Johnson, MD
First, Break All The Rules by Marcus Buckingham

Small Business Success

What No One Ever Tells You About Starting Your Own Business: Real Life Start-Up Advice from 101 Successful Entrepreneurs by Jan Norman
Jump Start Your Business Brain: Win More, Lose Less, and Make More Money by Doug Hall, Tom Peters
The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It by Michael E. Gerber
Small Business Management: An Entrepreneurial Emphasis by Justin G. Longenecker
Visionary Business by Marc Allen

Business Planning

What the CEO Wants You to Know by Ram Charan
Automate Your Business Plan by Linda Pinson
The One-Page Business Plan: Start With a Vision, Build a Company! by Jim Horan & James T. Horan
Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble (Small Time Operator, 25th Ed) by Bernard B. Kamoroff

Advertising

The Seven Lost Secrets of Success by Joe Vitale
Where the Suckers Moon by Randall Rothenberg
Hare Brain Tortoise Mind: The Essential Guide to Creative Thinking by Guy Claxton

Thinker Toys: A Handbook of Creative-Thinking Techniques by Michael Michalko
Cracking Creativity: The Secrets of Creative Genius by Michael Michalko
The Book of Gossage by Howard Luck Gossage

Management

The Essential Drucker by Peter Drucker
The Body of Business by Ronald K. Law
Do It Now! by William J. Knaus
Working Without a Net by Maury Schechtman
The Art of the Long View, by Peter Schwartz
CEO Capital by Leslie Gaines-Ross
Straight from the Gut by Jack Welch

Improving Finances

Rich Dad, Poor Dad by Robert Kyosaki
The Richest Man in Babylon by George S. Clason
Entrepreneurial Finance by Richard L. Smith & Janet Kiholm Smith
How to Collect Debts and Still Keep Your Customers by David Sher & Martin Sher
The Profit Zone: How Strategic Business Design will Lead You to Tomorrow's Profits
by Adrian J. Slywotzky & David J. Morrison
Profit Patterns by Adrian J. Slywotzky & David J. Morrison
Intellectual Capital by Thomas A. Stewart
The Portable Curmudgeon by Jon Winokur
Up Your Cash Flow by Harvey Goldstein
The Number by Alex Berenson
How to Make Big Money in Small Business-Jeffrey Fox

General Business

Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success by Kevin Frieberg
The 8 Practices of Exceptional Companies by Dr. Jac Fitz-enz
Good Company by Hal F. Rosenbluth & Diane McFerrin Peters
Corporate Lifecycles by Dr. Ichak Adizes

Customer Service

Service America by Ron Zemke

Customer Win Back by Jill Griffin

Loyalty Rules by Frederick Reichheld

Delivering Knock Your Socks Off Service by Kristin Anderson & Ron Zemke

Leading Change

The Heart of Change: Real-Life Stories of How People Change Their Organizations

by John P. Kotter, Dan S. Cohen

What Leaders Really Do (Harvard Business Review Book) by John P. Kotter

Force for Change: How Leadership Differs from Management by John P. Kotter

Corporate Culture and Performance by John P. Kotter

The Leadership Factor by John P. Kotter

Matsushita Leadership by John P. Kotter

Power and Influence by John P. Kotter

Building the Bridge As You Walk On It by Robert Quinn

Deep Change by Robert Quinn