



## Recommended Reading

You will find below some of the best business books I have come across over the years. I have taken the liberty of separating them into 7 sections: (CHAMPPS): In addition, I have added a section listing my all time favorites.

1. Coaching
2. Hiring & Selection
3. Assessments & Benchmarking
4. Management and Leadership
5. Planning, Marketing & Organizational Development
6. Personal Development
7. Sales
8. Don's all-time favorites

If you have a question, drop me a line and I will be happy to give you some candid feedback on your selections: [Don@champtainer.com](mailto:Don@champtainer.com)

### Coaching

Title	Author
Sales Coaching	Linda Richardson
The Tao of Coaching	Max Landsberg
Life if Not a Game of Perfect	Dr. Bob Rotella
The One Minute Manager	Kenneth Blanchard, Ph. D. & Spencer Johnson, M.D.
The Inner Athlete	Dan Millman
Coaching For Performance	John Whitmore
Too Perfect... When Being In Control Gets Out of Control	Allen E. Mallinger, M.D.
Feel the Fear and Do It Anyway	Susan Jeffers PH. D.
Coaching for Leadership	Goldsmith, Lyons, Freas
Choosing Growth Over Fear In Work and Life	Hersch Wilson

## Hiring & Selection

Title	Author
TopGrading	Bradford D. Smart, Ph.D.
Hiring the Best	Martin Yate

## Assessments & Benchmarking

Title	Author
The Universal Language DISC a reference manual	Bill Bonnstetter

# Management & Leadership Skills

Title	Author
Raving Fans	Sheldon Bowles
Leadership is an Art	Max Dupree
What it Takes to be #1	Vince Lombardi
The 21 Indispensable Qualities of a Leader	John Maxwell
Principle Centered Leadership	Stephen R. Covey
On Becoming a Leader	Warren Bennis
High Five! The Magic of Working Together	Ken Blanchard
The Leadership Pipeline; How to Build...	Ram Charan, et. Al.
Excellence in Leadership	John White
Don't Fire Them, Fire Them Up	Frank Pacetta with Roger Gittines
The Number One Secrets of Successful Managers	Hal Pitt
The Clue Train Manifesto	Rick Levine, Chris Locke Doc Searls, David Weinberger
Wooden on Leadership	John Wooden
The IBM Way	Buck Rogers
The Leadership Secrets of Colin Powell	Oren Harari
How to Become CEO: The Rules of Rising to the Top of Any Organization	Jeffrey J. Fox
The 21 Irrefutable Laws of Leadership	John C. Maxwell
Dogbert's Top Secret Management Handbook	Scott Adams
The 17 Indisputable Laws of Teamwork	John C. Maxwell
Monday Morning Leadership	David Cottrell
Edison in the Boardroom; How Leading...	Julie L. Davis

# Planning, Marketing and Organizational Development

Title	Author
Blue Ocean Strategy	W.Chan Kim, Renee Mauborgne
Six Disciplines Execution Revolution	Gary Harpst
The Marketing Plan	William Luther
Permission Marketing; Turning Strangers...	Seth Godin
Marketing Outrageously	Jon Spoelstra & Mark Cuban
The 22 Immutable Laws of Branding	Laura Ries & Al Ries
The Art of War	Sun Tzu
Differentiate or Die Survival in our Era of Killer Competition	Jack Trout
The Strategy Focused Organization	Robert S. Kaplan
The Marketing plan How to Prepare and Implement it	William M. Luther
Execution: The Discipline of Getting Things Done	Bossidy & Charan
Executing your Strategy The E-Myth	Levitt & Malek Michael Gerber
The Six Sigma Way	Pande, Newman, and Cavangh
Good to Great: Why Some Companies Make The Leap and Others Don't	Jim Collins
Human Sigma	John H Fleming & Jim Asplund
In Search of Excellence	Thomas J. Peters & Robert H. Waterman Jr
Managing Chaos	Thomas J. Peters
The Reengineering Revolution	Michael Hammer
The Fifth Discipline-The Art & Practice of the Learning Organization	Peter M. Senge
What Got You Here Won't Get You There	Marshall Goldsmith

The Tipping Point

Malcolm Gladwell

Quality without Tears

Philip Crosby

Jack: Straight From The Gut

Jack Welch

Fish !

Stephen C. Lunden

Goal: An Process of Ongoing Improvement

Eliyahu M. Goldratt &  
Jeff Cox

The GE Way Fieldbook: Jack Welch's Battle...

Robert Slater

Sun Tzu: The Art of War for Managers

Gerald Michaelson

Re-Inventing the Corporation

John Naisbitt &  
Patricia Aburdene

# Personal Development

Title	Author
The 7 Habits of Highly Effective People	Stephen R. Covey
First Things First	Stephen R. Covey
Now, Discover Your Strengths	Marcus Buckingham
First, Break All The Rules	Marcus Buckingham
10 Secrets for Success and Inner Peace	Wayne W. Dyer
Wisdom of the Ages	Wayne W. Dyer
What Color Is Your Parachute?	Richard Nelson Bolles
What Color is Your Parachute 2002?	Richard Nelson Bolles
Next: The Future Just Happened	Michael Lewis
Use The News	Maria Bartiromo
Time Traps	Todd Duncan
The Art of Possibility	Rosamund S. Zander
Feel the Fear, and Do It Anyway	Susan Jeffers
Weird Ideas That Work	James C. Collins & Jim Collins
Thinking For a Living; Creating Ideas	Joey Reiman
Whack On the Side of the Head	Roger Van Oech
Rich Dad, Poor Dad	Robert T. Kiyosaki
Rich Dad's Cash Flow Quadrant	Robert T. Kiyosaki
Rich Dad's Smart Kid	Robert T. Kiyosaki
Rich Dad's Guide to Investing	Robert T. Kiyosaki
The 9 Steps Towards Financial Freedom	Suze Orman
The Road To Wealth	Suze Orman
Ordinary People, Extraordinary Wealth	Ric Edelman

The Millionaire Next Door	William D. Danko
You're Fifty – Now What?	Charles R. Schwab
No-Nonsense Delegation	Dale D. McConkey
The Advanced Day Planner User's Guide	Hyrum W. Smith
Play to Win!	Larry Wilson
You Don't Have to go Home from Work Exhausted	Ann McGee-Cooper
Organizing from the Inside Out	Julie Morgenstern
What Type Am I? Discover Who You Really Are	Renee Baron
I'm OK – You're OK	Thomas A. Harris M.D.
Time Management	Richard Winwood
Emotional Intelligence	Daniel Goleman
How to Win Friends and Influence People	Dale Carnegie
Who Moved My Cheese	Spencer Johnson
Business Etiquette in Brief	Ann Marie Sabath
Practical Time Management	Marion E. Haynes
Filling the Glass; The Skeptic's Guide	Barry Mahar
The Future of Success	Robert Reich
Getting Things Done	David Allen
It's Not The Big That Eat The Small	Jason Jennings
Every Business is a Growth Business...	Ram Charan
Customers for Life...	Carl Sewell
The One-to-One Future...	Don Peppers, et. Al.
Growing Up Digital; The Rise of the Net...	Don Tapscott

Think and Grow Rich

Napoleon Hill

The New Dynamics of Winning

Denis Waitley



# Sales Skills

Title	Author
Non-Verbal Selling	Gerhard Gschwandter
Spin Selling	Neil Rackham
Major Account Sales Strategy	Neil Rackham
High-Efficiency Selling	Stephan Schiffman
Cold Calling Techniques	Stephan Schiffman
How to Work a Room	Susan RoAne
INFLUENCE The Psychology of Persuasion	Robert B. Cialdini, PH.D.
The Sales Bible	Jeffery H. Gitomer
What the CEO Wants You to Know	Ram Charan
Strategic Selling	Robert Miller & Stephen E. Heiman
Conceptual Selling	Robert Miller & Stephen E. Heiman
Goals	Brian Tracy
Close The Deal	Sam Deep & Lyle Sussman
Victory	Brian Tracy
Selling to Vito	Anthony Parinello
GETTING TO YES Negotiating Agreement Without Giving In	Roger Fisher & William Ury
Getting Past No: Negotiating Your Way	William Ury
Roger Dawson's Secrets of Power Negotiation Beware The Naked Man Who Offers You His Shirt	Roger Dawson Harvey Mackay
Swim With the Sharks	Harvey Mackey & Ken Blanchard

Selling the Invisible: A Field Guide to Modern Marketing	Harry Beckwith
Virtual Selling	Thomas Siebel-Michael
Selling To the Very Important Top Officer	Anthony Parinello
Get Clients NOW!	C.J. Hayden
Closing Techniques (That really work!)	Stephen Schiffman
How I Raised Myself from Failure to Success in Selling	Frank Bettger
The First Five minutes with Vito	Mattson & Parinello
Beware the Naked Man Who Offers You His Shirt	Harvey Mackay
Swim With the Sharks Without Being Eaten Alive	Harvey Mackey
Can't Teach a Kid To Ride a Bike At a Seminar	David H. Sandler
Getting into your Customer's Head	Kevin Davis
Bag the Elephant	Steve Kaplan
Rethinking the Sales Force	Neil Rackham
The Wedge	Randy Schwartz
Solutions Selling	Keith Eades
High Efficiency Selling	Stephan Schiffman
Baseline Selling	Dave Kurlan
Large Account Management	Robert Miller & Stephen E. Heiman
The Little Red Book of Selling	Jeffrey Gitomer
Pricing on Purpose	Ronald Baker
The Trusted Advisor	David H. Maister, et. Al.

POWER NETWORKING:  
59 Secrets for Personal &  
Professional Success

Donna Fisher &  
Sandy Vilas

## Don's Favorites

Title	Author
The Tao of Coaching	Max Landsbe
Feel the Fear and Do It Anyway	Susan Jeffers PH. D.
Selling to Vito	Anthony Parinello
GETTING TO YES Negotiating Agreement Without Giving In Strategic Selling	Roger Fisher & William Ury  Robert Miller & Stephen E. Heiman
The 7 Habits of Highly Effective People	Stephen R. Covey
The Tipping Point	Malcolm Gladwell
The Art of War	Sun Tzu
Close The Deal	Sam Deep & Lyle Sussman
Now, Discover Your Strengths	Marcus Buckingham
Dogbert's Top Secret Management Handbook	Scott Adams
Good to Great: Why Some Companies Make The Leap and Others Don't	Jim Collins
Blue Ocean Strategy	W.Chan Kim, Renee Mauborgne