

Recommended Reading List



BUSINESS PLANNING

"Die Broke: A Radical Four-Part Financial Plan"

by Stephen M. Pollan and Mark Levine
(Harper Perrenial; New York, NY, 1997)

Featured in the September 2002 issue of The Communicator

**Keep The Family Baggage Out Of The FamilyBusiness:
Avoiding the Seven Deadly Sins that Destroy Family Business**

by Quentin J. Fleming



Contact Information:

<http://www.tgassociates.com/recreating4pdf.htm#>

"Love, Power & Money: Family Business Between Generations"

by Dean Fowler and Peg Master Edquist

This book includes true stories of what can happen when families fail to address critical questions about their business' future. Chapters cover topics including family dynamics, employment strategies, business plans, and management and estate succession methods.

"My Busine\$\$ Book"™

by Martin Kuritz and Alvin H. Danenberg, DDS, CFP
(Active Insights, Sand Diego, CA, 2001)

My Busine\$\$ Book™ is a three-ring binder filled with questions and forms, presented in logical order. When completed, it will become a personal "turnkey manual" that will give successors what they need to put pieces of the business puzzle together without fumbling. And it can easily be modified to meet the needs of any business.



Contact Information:

Glengro Publishing
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Toll Free: 800-222-9125

<http://www.tgassociates.com/recreating4pdf.htm#>

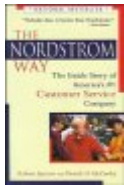


CUSTOMER SERVICE & TEAMBUILDING



The Forgotten Customer

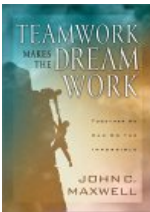
by Debra Thompson
(Tucson, AZ: TG Publishing CO., 1997)



The Nordstrom Way: The Inside Story of America's #1 Customer Service Company

by Robert Spector, Patrick D. McCarthy
(John Wiley & Sons, 2nd edition 1999)

Featured in the [August 2001](#) issue of The Communicator



Teamwork Makes The Dreamwork

by John C. Maxwell
(W Publishing Group; April 2002)

Featured in the [February 2003](#) issue of The Communicator

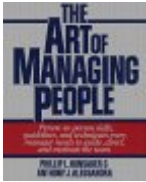




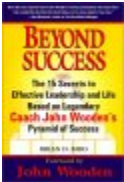
LEADERSHIP & MANAGEMENT



10 Minute Guide to Leadership
by Andrew J. Dubrin
(New York, NY: Macmillan Spectrum/Alpha Books, 1997)



The Art of Managing People
by Phillip L. Hunsaker and Anthony J. Alessandra
(New York, NY: Simon & Schuster Inc., 1980)



Beyond Success: The 15 Secrets to Effective Leadership and Life Based on Legendary Coach John Wooden's Pyramid of Success

by Brian D. Biro, John R. Wooden
(Perigee; Reissue edition January 9, 2001)

Featured in the **December 2002** issue fo The Communicator.



Beyond the Myths and Magic of Mentoring: How to Facilitate an Effective Mentoring Process, Revised Edition

by Margo Murray
(John Wiley & Sons; New Rev edition March 21, 2001)



The Complete Idiot's Guide to Managing People

by Dr. Arthur R. Pell
(New York, NY: Simon & Schuster Macmillan Company, 1995)



The E-Myth Revisited
by Michael E. Gerber
(New York, NY: HarperCollins Publishers, Inc., 1995)



Empowerment Takes More Than A Minute
by Ken Blanchard, John P. Carlos, and Alan Randolph
(San Francisco, CA: Berrett-Koehler Publishers, 1996)



Jack Welch and the GE Way: Management Insights and Leadership Secrets of the Legendary CEO

by Robert Slater
(McGraw-Hill Trade, 1998)



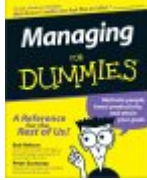
Leadership the Eleanor Roosevelt Way

by Robin Gerber
(Portfolio Trade; Reprint edition, August 28, 2003)



Lean & Meaningful - A New Culture for Corporate America

by Roger E. Herman and Joyce L. Gioia
(Oakhill Press, 1998)



Managing For Dummies®

by Bob Nelson and Peter Economy
(Foster City, CA: IDG Books, 1996)



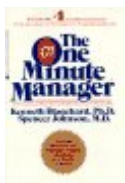
Managing Your Employees

by George Devine
(Englewood Cliffs, NJ: Prentice Hall, 1997)



NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success

by Kevin Freiberg and Jackie Freiberg
(Austin, TX: Bard Press, 1996)



The One Minute Manager

by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D.
(New York, NY: William Morrow and Company, Inc., 1982)



The One Minute Manager Builds High Performing Teams

by Ken Blanchard, Donald Carew, and Eunice Parisi-Carew
(New York, NY: William Morrow and Company, Inc., 2000)

Featured in the **July 2001** issue of **The Communicator**



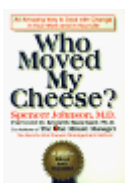
The People Principle: A Revolutionary Redefinition of Leadership

by Ron Willingham
(St. Martin's Press, 1997)



The Servant, A Simple Story About the True Essence of Leadership

by James C. Hunter
(Rocklin, CA: Prima Publishing, 1998)



Who Moved My Cheese?

by Spencer Johnson, M.D.
(G. P. Putnam's Sons, 1998)

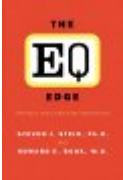


PERSONAL GROWTH



[The Assertive Woman](#)

by Stanlee Phelps and Nancy Austin
(Impact Publishers; 4th edition, May 1, 2002)



[The EQ Edge](#)

by Steven Stein and Howard E. Book
(Stoddart, April 1, 2002)



[The Four Agreements: A Practical Guide to Personal Freedom](#)

by Don Miguel Ruiz
(Amber-Allen Pub, 1997)

Featured in the [June 2001](#) issue of The Communicator



[Now, Discover Your Strengths](#)

by Marcus Buckingham and Donald O. Clifton
(Free Press, January 29, 2001)



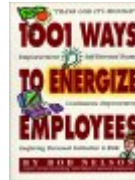


RETENTION & MOTIVATION

[1001 Ways to Energize Employees](#)

by Bob Nelson

(New York, NY: Workman Publishing Company, Inc., 1997)



[1001 Ways to Reward Employees](#)

by Bob Nelson

(New York, NY: Workman Publishing Company, Inc., 1994)



[Finding and Keeping Great Employees](#)

by Jim Harris, Ph.D., & Joan Brannick, Ph.D.

(New York, NY: AMACOM, 1999)



[First, Break All the Rules: What the World's Greatest Managers Do Differently](#)

by Marcus Buckingham, Curt Coffman

(Simon & Schuster; May 1999)

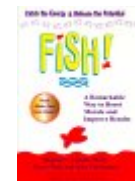


Featured in the [November 2001](#) issue of The Communicator

[Fish! A Remarkable Way to Boost Morale and Improve Results](#)

by Stephen C. Lundin, Harry Paul, John Christensen

(Hyperion, 2000)

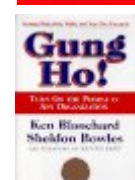


Featured in the [August 2000](#) and [August 2002](#) issues of The Communicator

[Gung Ho! Turn on the People in Any Organization](#)

by Ken Blanchard and Sheldon Bowles

(New York, NY: William Morrow and Company, Inc., 1998)



[Motivating Employees](#)

by Anne Bruce and James S. Pepitone

(New York, NY: McGraw-Hill, 1999)



[Motivating People](#)

by Dayle M. Smith, Ph.D.

(Hauppauge, NY: Barron's, 1997)





STAFFING

Hire Tough - Manage Easy : How to Find and Hire the Best Hourly Employees

by Mel Kleiman
(Houston, TX: Humetrics Press, 1999)



Hiring Smart: How to Hire a Team that Wants to Work

by Thomas J. Winninger
(Rocklin, CA: Prima Publishing, 1997)



How to Really Recruit, Motivate, and Lead Your Team: Managing People

Edited by Ruth G. Newman and Bradford W. Ketchum, Jr.
(Boston, MA: Inc. Publishing, 1994)



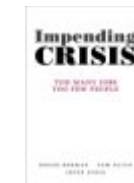
Human Resources Kit for Dummies

by Max Messmer
(Foster City, CA: IDG Books, 1999)



Impending Crisis - Too Many Jobs, Too Few People

By Roger Herman, Tom Olivo and Joyce Gioi
(Oakhill Press; October 2002)



Featured in the February 2003 issue of The Communicator

Smart Staffing

by Wayne Outlaw
(Chicago, IL: Upstart Publishing Company, 1998)



Thompson's "How To" Series

by Debra Thompson
(Tucson, AZ: TG Publishing Co., 2001)



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