

Michael F. White's Recommended Reading List

Over the years, I have compiled a list of great books to will motivate, inspire and educate the reader. I recommend that you set a goal to read one of these books each month. You'll be amazed at the insights you will gain from doing this.

Happy Reading!

Seth Gooden

The Purple Cow
Free Prize Inside
The Big Moo

Douglas Andrew:

Missed Fortune
Missed Fortune 101

John Maxwell:

Attitude 101
Ethics 101

Dale Carnegie:

How to win friends & Influence people

Jeffrey Gitomer

Little Red Book of Selling

Jennifer Pokorny

The Pocket Idiot's Guide to Reverse Mortgages

Jon Huntsman:

Winners Never Cheat

Spencer Johnson:

Who Moved My Cheese?

Jack Guttentag

The Pocket Mortgage Guide

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Napoleon Hill:

Think & Grow Rich

George Clason

The Richest Man In Babylon

Cherie Carter-Scott:

If Life is a Game, These are the Rules

Mark Sanborn:

The FRED Factor

The Encore Effect

Ken Blanchard & Sheldon Bowles

Raving Fans

Ken Blanchard & Don Hutson

The One Minute Entrepreneur

Don Hutson & George Lucas

The One Minute Negotiator

Don Hutson – Dr. Tony Alessandra – Scott Zimmerman

Selling with Style

Miguel Ruiz

The Four Agreements

Harry Beckwith

Selling the Invisible

What Clients Love

Andy Andrews

The Traveler's Gift

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Stephen Wicks

The Light at the End of the Tunnel is an Oncoming Train

Larry Winget

**Shut Up, Stop Whining & Get a Life
You're Broke Because You Want To Be
It's Called WORK for a Reason!**

Tim Sanders

Love is a Killer App

David J. Schwartz Ph.D.

The Magic of Thinking BIG

Alan Axelrod

PATTON on Leadership

Jack Welch

WINNING

Gary Keller

Shift

Steven D. Levitt & Stephen J. Dubner

**Freakonomics
Super Freakonomics**

Bob Burg

Endless Referrals (Third Edition)

Bob Burg & John David Mann

The Go-Giver

John Kotter & Holger Rathgeber

Our Iceberg is Melting

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Mortimer Feinberg, PH.D. & John J. Tarrant
Why Smart People Do Dumb Things

Geoff Colvin
Talent is Overrated

Stanley Bing
Sun Tzu Was A Sissy

Ronna Lichtenberg
It's Not Business It's Personal

Dr. John Townsend
Who's Pushing Your Buttons?

Debbie Allen
Confessions of Shameless Self Promoters

John Naisbitt
Mind Set

John Grisham
Playing for Pizza

Timothy Ferris
The 4-Hour Workweek

Marshall Goldsmith with Mark Reiter
What Got You Here Won't Get You There

Laura Beth Jones
Teach Your Team to Fish