

# WEST + MAIN



## NINJA'S READING LIST

Top 10 Reading List (After you have read *Ninja Selling* + *The Go-Giver*, start with these books)

1. *The Slight Edge* by Jeff Olson
2. *Go-Givers Sell More* by Bob Burg & John David Mann
3. *Secrets of the Millionaire Mind* by T. Harv Eker
4. *The Four Disciplines of Execution* by Chris McChesney, Sean Covey, Jim Huling
5. *The Answer* by John Assaraf and Murray Smith
6. *Green Light Selling* by Don Aspromonte
7. *Rich Habits* by Thomas Corley, CPA
8. *Atomic Habits* by James Clear
9. *The Law of Divine Compensation* by Marianne Williamson
10. *Mindset: The New Psychology of Success* by Dr. Carol Dweck
11. Bonus Classic: *Think and Grow Rich* by Napoleon Hill

### Finding Purpose and Meaning

1. *The On-Purpose Person, Making Your Life Make Sense* by Kevin W. McCarthy
2. *The Power of Purpose* by Richard J. Leider
3. *The Purpose Driven Life* by Rick Warren
4. *Man's Search for Meaning* by Viktor E. Frankl
5. *Spiritual Economics* by Eric Butterworth
6. *A Whole New Earth* by Eckhart Tolle
7. *The Road Less Traveled* by M. Scott Peck M.D.
8. *The Survivor* by John Goddard
9. *The Last Lecture* by Randy Pausch
10. *Chasing Daylight* by Eugene O'Kelly



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### Health and Fitness

1. *The New Aerobics* by Kenneth H. Cooper, M.D.
2. *Fit or Fat?* by Covert Bailey
3. *Breakthrough to Excellence, Quantum Fitness* by Irving Dardik M.D. and Denis Waitley, Ph.D.
4. *Body for Life* by Bill Phillips and Michael D'Orso
5. *Timeless Body, Ageless Mind* by Deepak Chopra, M.D.
6. *Quantum Healing: Exploring the Frontiers of Mind/Body Medicine* by Deepak Chopra, M.D.
7. *Unlimited Life* by Deepak Chopra, M.D.

### Creating Wealth

1. *The Science of Getting Rich* by Wallace D. Wattles
2. *The Way to Wealth* by Benjamin Franklin
3. *The Richest Man in Babylon* by George S. Clason
4. *Rich Dad, Poor Dad* by Robert T. Kiyosaki
5. *Rich Dad's Cashflow Quadrant* by Robert Kiyosaki
6. *The Millionaire Next Door* by Thomas J. Stanley Ph.D. and William D, Danko Ph.D.
7. *The Millionaire Mind* by Thomas J. Stanley Ph.D
8. *Learn to Earn* by Peter Lynch and John Rothchild
9. *Unlimited Wealth* by Paul Zane Pilzer

### Personal Development – Learning to Run Your Brain

1. *As a Man Thinketh* by James Allen
2. *Psychofeedback* by Paul G. Thomas
3. *Psycho-Cybernetics, A New Way to Get More Living Out of Life* by Maxwell Maltz



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4. *The Master Key System* by Charles Haanel
5. *The Secret of Creating Your Future* by Tad James M.S., Ph.D.
6. *Write It Down. Make It Happen.* by Henriette Anne Klauser
7. *The Power of Focus* by Jack Canfield, Mark Victor Hansen and Les Hewitt
8. *Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business* by James Loehr PhD.
9. *Fine Tune Your Brain* by Genie Z. Laborde
10. *The Path of Least Resistance, Learning to Become the Creative Force in Your Own Life* by Robert Fritz
11. *The Power of Now* by Eckhart Tolle
12. *Creative Visualization* by Shakti Gawain
13. *The C-Zone: Peak Performance Under Pressure* by Robert and Marilyn Kriegel
14. *Stress Without Distress* by Hans Selye
15. *Super Learning* by S. Ostrander and L. Schroeder
16. *The Magic of Thinking Big* by David J. Schwartz
17. *Learned Optimism* by Martin E.P. Seligman Ph.D.
18. *The Power of Optimism* by Alan Loy McGinnis
19. *Using Your Brain* by Richard Bandler
20. *Smart Talk For Achieving Your Potential* by Lou Tice
21. *Seeds of Greatness* by Denis Waitley
22. *You'll See It When You Believe It* by Wayne Dyer, Ph.D.
23. *Real Magic* by Wayne Dyer, Ph.D.
24. *Anatomy of An Illness* by Norman Cousins



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25. *Head First: The Healing Power of the Human Spirit* by Norman Cousins

26. *How We Decide* by Jonah Lehrer

### Selling and Communication

1. *Secrets of Question Based Selling* by Thomas A. Freese

2. *Trust Based Selling* by Charles H. Green

3. *Everyone Communicates, Few Connect* by John C. Maxwell

4. *The Trusted Advisor* by David H. Maister, Charles H. Green and Robert M. Galford

5. *Hug Your Customers* by Jack Mitchell

6. *Secrets of Successful Selling* by Elmer Wheeler, Charles B. Roth, Frank Bettger, Earl Prevette and Bert H. Schlain

7. *The 25 Sales Habits of Highly Successful Salespeople* by Stephan Schiffman

8. *The 25 Most Common Sales Mistakes and How to Avoid Them* by Stephan Schiffman

9. *The 7 Triggers to Yes* by Russell H. Granger

10. *The Closers* Edited by Ben Gay III

11. *The Ultimate Question* by Fred Reichheld

12. *High Probability Selling* by Jacques Werth and Nicholas E. Ruben

13. *High Trust Selling* by Todd Duncan

14. *Never Eat Alone* by Keith Ferrazzi

15. *Integrity Selling for the 21st Century* by Rob Willingham

16. *Selling with Integrity* by Sharon Drew Morgen

17. *Modern Persuasion Strategies, The Hidden Advantage in Selling* by Donald J. Moine and John H. Herd

18. *The One Minute Sales Person* by Spencer Johnson M.D. & Larry Wilson

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19. *The Go-Giver* by Bob Burg and John David Mann
20. *Go-Givers Sell More* by Bob Burg and John David Mann
21. *The Greatest Salesman in the World* by Og Mandino
22. *Winning Moves: The Body Language of Selling* by Ken Delmar
23. *The New Art and Science of Referral Marketing* by Scott Degraffenreid and Donna Blandford
24. *Managing the Equity Factor* by Richard C. Huseman, Ph.D and John D. Hatfield
25. *Men are from Mars, Women are from Venus* by John Gray, Ph.D.
26. *Stop Selling!* by Chris Helder
27. *Socratic Selling* by Kevin Daley with Emmett Wolfe
28. *The Power of Business Rapport* by Dr. Michael Brooks
29. *Rich Buyer, Rich Seller* by Laurie Moore-Moore
30. *Street Smart* by Chris Helder
31. *Mr. Schmooze, The Art & Science of Selling Through Relationships* by Richard Abraham
32. *No Bull Selling!* by Hank Trisler
33. *New Homes Sales and Marketing* by Dave Stone

### Personal Development

1. *Mastery* by George Leonard
2. *Seven Habits of Highly Effective People* by Stephen R. Covey Ph.D
3. *Soar with Your Strengths* by Donald O. Clifton & Paula Nelson
4. *Now, Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton Ph.D.
5. *Strengthsfinder* by Tom Rath
6. *The Power of Full Engagement* by Jim Loehr Ph.D. and Tony Schwartz
7. *Tough Times Never Last – Tough People Do* by Robert Schuller Ph.D



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8. *If It Ain't Broke, Break It* by Robert J. Kriegel and Louis Patter
9. *First Things First* by Stephen R. Covey, Ph.D
10. *Being in Balance* by Dr. Wayne W. Dyer
11. *Power!* by Michael Korda
12. *Success!* by Michael Korda
13. *Don't Worry, Make Money* by Richard Carlson Ph.D.
14. *Don't Sweat the Small Stuff* by Richard Carlson Ph.D.
15. *Getting Things Done* by David Allen
16. *Peak Performers* by Charles Garfield
17. *Awaken the Giant Within* by Anthony Robbins
18. *Flow: The Psychology of Optimal Experience* by Mihaly Csikszentmihalyi
19. *The Five Love Languages* by Gary Chapman
20. *Law of Success* by Napoleon Hill
21. *Life 101* by John-Roger and Peter McWilliams
22. *Born to Win* by Muriel James Ed.D. and Dorothy Jongeward Ph.D.,
23. *Build a Better You – Starting Now!* by Donald M. Dible
24. *Deep Survival* by Laurence Gonzales
25. *The Success Principles* by Jack Canfield
26. *A Return to Love* by Marianne Williamson
27. *The Happiness Advantage* by Shawn Achor
28. *The Powers of Intention* by Dr. Wayne Dyer

### Marketing

1. *Differentiate or Die* by Jack Trout



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## NINJA'S READING LIST

2. *The World's Best Known Marketing Secret* by Ivan R. Misner, Ph.D. and V. Devine
3. *Discovering the Soul of Service* by Leonard L. Berry
4. *Small Giants* by Bo Burlingham
5. *The Power of Cult Branding* by Matthew W. Ragas and BJ Bueno
6. *Purple Cow* by Seth Godin
7. *Positioning, The Battle for Your Mind* by Ries Trout
8. *The Discipline of Market Leaders* by Treacy Wiersema
9. *The Fred Factor* by Mark Sanborn
10. *The Hero and the Outlaw* by Margaret Mark and Carol S. Pearson
11. *Raving Fans, A Revolutionary Approach to Customer Service* by Ken Blanchard and Sheldon Bowles
12. *In Pursuit of WOW* by Tom Peters
13. *Service America* by Karl Albrecht and Don Zemke
14. *Selling the Invisible* by Beckwith

### Negotiating

1. *Getting to Yes, Negotiating Agreement Without Giving In* by Roger Fisher and William Ury
2. *Getting Past No, Negotiating With Difficult People* by William Ury
3. *You Can Get Anything You Want, But You Have to Do More Than Ask* by Roger Dawson
4. *Friendly Persuasion, My Life As a Negotiator* by Bob Woolf
5. *You Can Negotiate Anything* by Herb Cohen
6. *The Negotiating Game* by Chester L. Karrass
7. *Beyond Reason, Using Emotions as You Negotiate* by Roger Fisher and Daniel Shapiro
8. *In Business as In Life – You Don't Get What You Deserve, You Get What You Negotiate* by



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## NINJA'S READING LIST

Chester L. Karrass

9. *Influencing With Integrity, Management Skills for Communication and Negotiation* by Genie Z. Laborde

### Leadership – Leading Change

1. *Leading Change* by John P. Kotter
2. *One Small Step Can Change Your Life* by Robert Maurer Ph.D.
3. *A Force For Change, How Leadership Differs From Management* by John P. Kotter
4. *How People Change* by Allen Wheelis
5. *The Change Masters, Innovation & Entrepreneurship In the American Corporation* by Rosabeth Moss Kanter

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