

# Recommended Reading List

---

**tenfold**



**Business Coaching**

## With about a gazillion printed pages of business advice and insights, strategies and stories, it can be hard to know where to start. Here's the reading list we recommend for our clients.

Note: the books are listed here in alphabetical order but that's not necessarily the most appropriate order for you, your situation or your business. Call us at Tenfold on 03 9813 8777 for a chat about where your business (and your mindset) is at and we'll recommend the reading order that will suit you best.

Title and Author/s	Why you should spend the time and the coin
<b>7 Habits of Highly Effective People - Stephen Covey</b>	One of the most important books of our time. Dr Covey explains an approach that will help broaden your way of thinking and lead to greater opportunities and effective problem solving.
<b>Billionaire in Training - Brad Sugars</b>	A fast track to wealth creation through buying, building, and selling businesses-and doing it at a faster pace than you ever thought possible.
<b>Building The Happiness Centred Business - Paddi Lund</b>	Find happiness in your business and reap all the rewards that it brings (including increased profits).
<b>Good to Great - Jim Collins</b>	Some businesses do so much better than others; this modern classic business thesis explains how and why.
<b>Mindset - Carol Dweck</b>	A simple idea about the brain can create a passion for learning and a resilience that is the basis of great accomplishment in every area.
<b>Raving Fans - Ken Blanchard</b>	An extraordinary business book that will help everyone, in every kind of organization or business, deliver stunning customer service and achieve miraculous bottom-line results.
<b>Rich Dad, Poor Dad - Robert T. Kiyosaki</b>	#1 Personal Finance book of all time explains the difference between working for money and having your money work for you
<b>Selling the Invisible - Harry Beckwith</b>	A must for service businesses, this book provides some good suggestions and insight into the art of marketing and communication the value of an intangible or service product.
<b>The EMyth Revisited - Michael Gerber</b>	A straight-forward perspective on why most small businesses fail, and then illustrates an easy-to-follow roadmap for owners and leaders to get out of trouble and drive toward success.
<b>The One Minute Manager - Spencer Johnson &amp; Ken Blanchard</b>	Management techniques to increase productivity, job satisfaction, and personal prosperity.

Title and Author/s	Why you should spend the time and the coin
<b>The One Minute Manager Meets The Monkey - Ken Blanchard, William Oncken &amp; Hal Burrows</b>	The book explains in simple terms how to achieve a balance between supervision and delegation for reduced tension and improved productivity
<b>What Clients Love - Harry Beckwith</b>	A guide to help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a logo to closing a sale.
<b>Who Moved My Cheese - Spencer Johnson</b>	Depicts a simple way to successfully deal with the changing times, providing a method for moving ahead with work and lives safely and effectively.
<b>Winning - Jack Welch</b>	'Winning' offers deep insights, original thinking, and solutions to nuts-and-bolts problems that will change the way people think about work.
<b>Winning: The Answers - Jack Welch</b>	A useful companion to 'Winning', this book is straightforward and easy to read, with good ideas and examples.
<b>You Inc - John McGrath</b>	This is a book of strategies, tips and positive anecdotes that is destined to change your life.