



# THE INFLUENTIAL PROFESSIONAL'S READING GUIDE

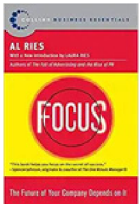
2021 EDITION



Influential U

# BUSINESS

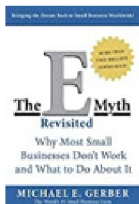
Carefully Selected For the Budding Entrepreneur or Executive Seeking Solutions



## Focus by Al Ries

### The Future of Your Company Depends on It

This read offers solid guidance on how to get focused and how to stay focused, laying out a workable blueprint for any company's evolution that will increase market share and shareholder value while ensuring future success.



## The E Myth by Michael Gerber

### Why Most Businesses Don't Work and What to Do About It

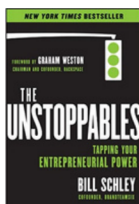
The E-Myth is the mistaken belief that most businesses are started by people with tangible business skills, when in fact most are started by “technicians” who know nothing about running a business.



## The ONE Thing by Gary Keller

### The Surprisingly Simple Truth Behind Extraordinary Results

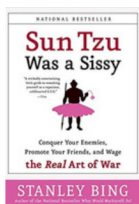
The book discusses the value of simplifying one's workload by focusing on the one most important task in any given project.



## The UnStoppables by Bill Schley

### Tapping Your Entrepreneurial Power

In The UnStoppables Bill Schley, co-founder of the branding firm Brand Team Six shows how the best practitioners think continuously about two things: The Big Picture and the Little Picture--essence and essentials.



## Sun Tzu Was a Sissy by Stanley Bing

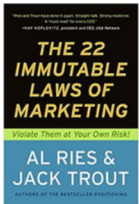
Sun Tzu was a Sissy will transcend all those efforts and teach the reader how to make war, win, and enjoy the plunder in the real world, where those who do not kick, gouge, and grab are left behind at the table to pay the tab.

*"If your business depends on you, you don't own a business—you have a job. And it's the worst job in the world because you're working for a lunatic!"*

— Michael E. Gerber, The E-Myth

# BUSINESS

Marketing, Sales, Branding, Management, Entrepreneurship and more.



## **The 22 Immutable Laws of Marketing** by Al Ries and Jack Trout

Violate Them at Your Own Risk

In The 22 Immutable Laws of Marketing, Ries and Trout offer a compendium of twenty-two innovative rules for understanding and succeeding in the international marketplace.



## **Pitch Anything** by Oren Klaff

An Innovative Method for Presenting, Persuading, and Winning the Deal

Creating a great pitch isn't an art it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches.



## **Brand** by Ted Matthews with Andris Pone

It ain't the logo\* (\*It's what people think of you)

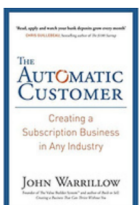
Once you realize that your Brand is what people think of you, you realize it is your culture. Then you can build a "remark-able" Brand that cuts through competing messaging, helps you attract, retain and inspire the best and brightest.



## **Built to Sell** by John Warrillow

Creating a Business That Can Thrive Without You

According to John Warrillow, the number one mistake entrepreneurs make is to build a business that relies too heavily on them. John breaks down three criteria to make a business sellable. Make it teachable, valuable, and repeatable.



## **The Automatic Customer** by John Warrillow

Creating a Subscription Business in Any Industry

This book also shows you how to master the psychology of selling subscriptions and how to reduce churn and provides a road map for the essential statistics you need to measure the health of your subscription business.

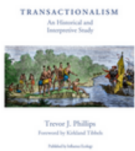
*"Most marketing mistakes stem from the assumption that you're fighting a product battle rooted in reality."*

— Al Ries, The 22 Immutable Laws of Marketing



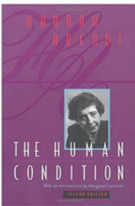
# PHILOSOPHY

**A Business Philosophy Can Serve as a Roadmap for Organizations, Helping Executives Understand the Goals and Values They Are Continually Working Towards.**



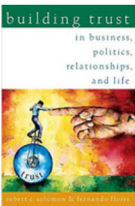
## **Transactionalism** by Trevor J Phillips with Kirkland Tibbels An Historical and Interpretive Study

Until this writing, Transactionalism simply had no codified or single source of reference and yet, with very little exception, how the term has been described and explained remained fairly consistent across numerous landscapes of study.



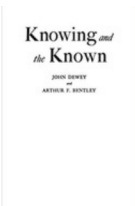
## **The Human Condition** by Hannah Arendt

In her study of the state of modern humanity, Hannah Arendt considers humankind from the perspective of the actions of which it is capable.



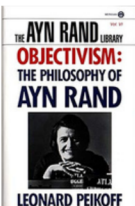
## **Building Trust** by Robert C. Solomon and Fernando Flores In Business, Politics, Relationships and Life

In business, politics, marriage, indeed in any significant relationship, trust is the essential precondition upon which all real success depends. But what, precisely, is trust? How can it be achieved and sustained?



## **Knowing and the Known** by John Bentley, Arthur Fisher, John Dewey

All of human knowledge consists of actions and products of acts in which men and women participate with other human beings, with animals and plants, as well as objects of all types, in any environment. The three levels of organization and action are: Self-Action, Interaction, and Transaction.



## **Objectivism: The Philosophy of Ayn Rand** by Leonard Peikoff

Peikoff covers every philosophic topic that Rand regarded as important—from certainty to money, from logic to art, from measurement to sex. Drawn from Rand's published works as well as in-depth conversations between her and Peikoff, these chapters illuminate Objectivism—and its creator—with startling clarity.

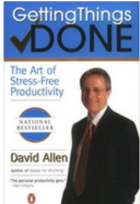
*"Tools and instruments which can ease the effort of labor considerably are themselves not a product of labor but of work; they do not belong in the process of consumption but are part and parcel of the world of use objects."*

— Hannah Arendt, *The Human Condition*



# DEVELOPMENT & DECISION MAKING

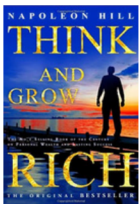
**Performance Is Not Static and You're either Getting Better or Worse.**



## **Getting Things Done** by David Allen

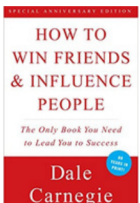
The Art of Stress-Free Productivity

Allen's premise is simple: our productivity is directly proportional to our ability to relax. Only when our minds are clear and our thoughts are organized can we achieve effective productivity and unleash our creative potential.



## **Think and Grow Rich** by Napoleon Hill

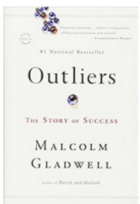
This book will teach you that secret—and the secrets of other great men like him. It will show you not only what to do but also how to do it



## **How to Win Friends & Influence People** by Dale Carnegie

The Only Book you Need to Lead You to Success

An absolute classic and a must-read for anyone who wants to improve their ability to interact with others. Dale Carnegie's rock-solid, time-tested advice has carried countless people up the ladder of success in their business and personal lives.



## **The Outliers** by Malcolm Gladwell

The Story of Success

Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"—the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different?

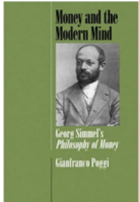
**The Proper Course of Action Is Not Always Obvious and You May Need to Push Through the Noise to Find an Outlier of Opportunity.**

*"When dealing with people, remember you are not dealing with creatures of logic, but with creatures bristling with prejudice and motivated by pride and vanity."*

— Dale Carnegie, How to Win Friends and Influence People

# MONEY

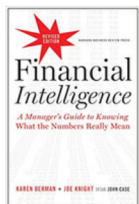
**Money Is the Lifeblood of a Business, and a Keen Understanding of Its Utility Is Beneficial; However, The Tool Is Often Misunderstood.**



## **Money and the Modern Mind** by Gianfranco Poggi

Georg Simmel's Philosophy of Money

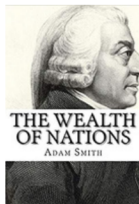
His magnum opus, *The Philosophy of Money*, published in 1900, is nevertheless a difficult book that has daunted many would-be readers. Simmel's insights about money are as valid today as they were a hundred years ago.



## **Financial Intelligence** by Karen Berman and Joe Knight

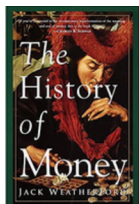
*A Manager's Guide to Knowing What the Numbers Really Mean*

Financial Intelligence has become a favorite among managers who need a guided tour through the numbers--helping them to understand not only what the numbers really mean, but also why they matter.



## **The Wealth of Nations** by Adam Smith

An Inquiry into the Nature and Causes of the Wealth of Nations, generally referred to by its shortened title *The Wealth of Nations*, is the magnum opus of the Scottish economist and moral philosopher Adam Smith.



## **The History of Money** by Jack Weatherford

*The History of Money* explores how money and the myriad forms of exchange have affected humanity, and how they will continue to shape all aspects of our lives—economic, political, and personal.



## **Philosophy of Money** by Georg Simmel

A classic analysis of the social, psychological and philosophical aspects of the money economy, full of brilliant insights into the forms that social relationships take. He analyzes the relationships of money to exchange, human personality, the position of women, and individual freedom.

*"The idea that life is essentially based on intellect, and that intellect is accepted in practical life as the most valuable of our mental energies, goes hand in hand with the growth of a money economy."*

— Georg Simmel, *The Philosophy of Money*

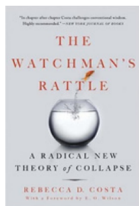
# SOCIOLOGY

**Develop Analytical Thinking in Both a Qualitative and Quantitative Manner  
With an Understanding of Cultures and Human Behaviors.**



## **The Social Animal** by W. G. Runciman

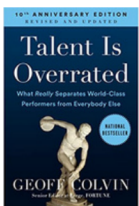
The Social Animal is a short, wide-ranging, witty and accessible book that sets out the present extent of our knowledge about how human societies and institutions really work, and what motivates the people who live within them.



## **The Watchman's Rattle** by Rebecca D. Costa

### **A Radical New Theory of Collapse**

The E-Myth is the mistaken belief that most businesses are started by people with tangible business skills, when in fact most are started by “technicians” who know nothing about running a business.



## **Talent is Overrated** by Geoff Colvin

### **What Really Separates World-Class Performers from Everybody Else**

Bringing together extensive scientific research, bestselling author Geoff Colvin shows where we go wrong and what actually makes world-class performers so remarkable.



## **The Presentation of Self in Everyday Life** by Erving Goffman

A notable contribution to our understanding of ourselves. This book explores the realm of human behavior in social situations and the way that we appear to others. Dr. Goffman uses the metaphor of theatrical performance as a framework.

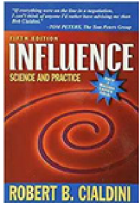
*"The real problem of humanity is the following: We have paleolithic emotions; medieval institutions; and god-like technology."*

— Rebecca Costa, *The Watchman's Rattle*



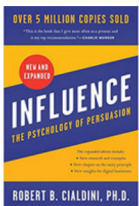
# PSYCHOLOGY

**Psychology Is Ubiquitous In Enterprise Environments, and It Helps Executives Support, Motivate and Train Their Organizations.**



## **Influence: Science and Practice** by Robert B. Cialdini

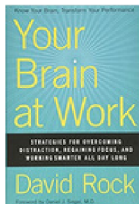
We consider all of the books on this list "must-reads" for entrepreneurs and executives, but this is one that everyone should read. Practicing what's read in this book will help you make better business and personal decisions and its reference all throughout our entire course catalog.



## **Influence, New and Expanded** by Robert B. Cialdini

*The Psychology of Persuasion*

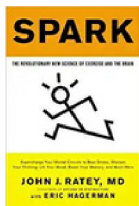
You'll learn Cialdini's Universal Principles of Influence, including new research and new uses so you can become an even more skilled persuader. We're also introduced to a 7th Principle of Influence, Unity.



## **Your Brain at Work** by David Rock

*Strategies for Overcoming Distraction, Regaining Focus, & Working Smarter*

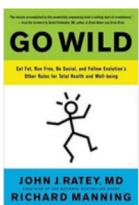
Dr. Rock is an expert on how the brain functions in a work setting and reveals how a more nuanced understanding of the brain can allow us to better organize, prioritize, recall, and sort our daily lives.



## **Spark** by John J. Ratey

*The Revolutionary New Science of Exercise and the Brain*

Filled with amazing case studies, Spark is the first book to explore comprehensively the connection between exercise and the brain.



## **Go Wild** by John Ratey and Richard Manning

*Eat Fat, Run Free, Be Social, and Follow Evolution's Other Rules for Total Health*

The scientific evidence behind why maintaining a lifestyle more like that of our ancestors will restore our health and well-being.

*"We all fool ourselves from time to time in order to keep our thoughts and beliefs consistent with what we have already done or decided"*

— Robert B. Cialdini, *Influence: Science and Practice*

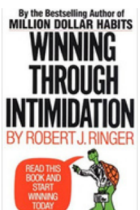
# PSYCHOLOGY

## Build Better Companies, Develop Management Skills and Grow Your Business



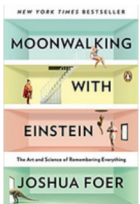
### **Connected** by Nicholas A. Christakis and James H. Fowler

In *Connected*, the authors explain why emotions are contagious, how health behaviors spread, why the rich get richer, even how we find and choose our partners.



### **Winning Through Intimidation** by Robert J Ringer

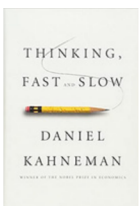
Written by the bestselling author of *Million Dollar Habits*, this business gem, explains in candid terms what intimidation is, why you become intimidated and how you can avoid the mental lapses that can cause you to fall victim to intimidation.



### **Moonwalking with Einstein** by Joshua Foer

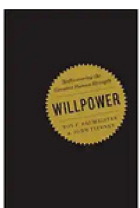
#### **The Art and Science of Remembering Everything**

Joshua Foer draws on cutting-edge research, a surprising cultural history of remembering, and venerable tricks of the mentalist's trade to transform our understanding of human memory.



### **Thinking Fast and Slow** by Daniel Kahneman

Daniel Kahneman, the renowned psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think.



### **Willpower** by Roy F. Baumeister

#### **Rediscovering the Greatest Human Strength**

Deep and provocative analysis of people's battle with temptation and masterful insights into understanding willpower: why we have it, why we don't, and how to build it.

*"A reliable way to make people believe in falsehoods is frequent repetition because familiarity is not easily distinguished from truth. Authoritarian institutions and marketers have always known this fact."*

— Daniel Kahneman, *Thinking, Fast and Slow*

# READING IS JUST THE FIRST STEP

Top performers and high achievers are aware that reading and knowing what to do is only half of the journey. You must implement and deliberately practice what you learn in order to reap the benefits and experience improved performance.

Our programs provide our members with an opportunity to sharpen their skills and develop their competence amongst a group of individuals that is unparalleled in its ambition.

Why do Olympic athletes train together? Because you must surround yourself with the best, to become the best.

**LEARN MORE:**  
[www.Influentialu.global](http://www.Influentialu.global)

**AN EDUCATION TO HELP YOU INFLUENCE OTHERS, MAKE MORE, AND WORK LESS.**



**12 COUNTRIES**



**46% INCOME INCREASE**



**90% HEALTH AIMS MET**



**103% MONEY AIMS MET**