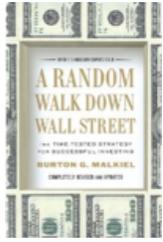


CLASSE

BOOKLIST

A Random Walk Down Wall Street

Burton G. Malkiel

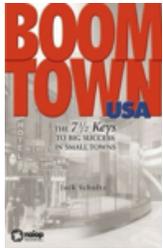


Best-selling guide to investing. In addition to covering the full range of investment opportunities, the book features new material on the Great Recession and the global credit crisis as well as an increased focus on the long-term potential of emerging markets.

****Recommended by Bob Shamdin, Mattoon Precision Mfg, Inc.**

Boomtown, USA

Jack Schultz



This book examines how small towns best prosper by leveraging their resources and working with local and state officials to break through the “one-company town” mindset to attract industry and new business relocations. Jack Schultz identifies 7 ½ factors that small towns must employ to attract new business relocations or spur new business

start-ups, including a collective vision, local support and an entrepreneurial spirit.

****Recommended by Scott Smith, City of Charleston**

Dethroning The King

Tony Hsieh



Timing, and some unexpected help from powerful members of the Busch dynasty helped InBev take over one of America’s most beloved brands. Dethroning the King describes how the drama that unfolded at Anheuser-Busch in 2008 went largely unreported as the world tumbled into a global economic crisis. Today, questions are being asked about how the “King of Beers” was

so easily captured by a foreign corporation, and whether the company’s fall mirrors America’s dwindling financial and political dominance.

****Recommended by Bob Ronchetti, Ronchetti Distributing Company**

Good to Great

Jim Collins

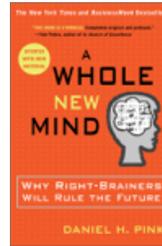


How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study: For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great?

****Recommended by Ann Deters, Vantage Outsourcing**

A Whole New Mind

Daniel Pink



The future belongs to a different kind of person with a different kind of mind: artists, inventors, storytellers-creative “right-brain” thinkers whose abilities mark the fault line between who gets ahead and who doesn’t. Daniel Pink outlines the six fundamentally human abilities that are absolute essentials for professional success and personal fulfillment and reveals how to master them.

****Recommended by Jeanne Dau, CCEC Teacher, Business Solutions Center**

Delivering Happiness: Zappos

Tony Hsieh



In 1999, Tony Hsieh sold LinkExchange, the company he co-founded, to Microsoft for \$265 million. He then joined Zappos, the online retailer that’s doing over \$1 billion in gross merchandise sales every year, as an adviser and investor, and eventually became CEO.

****Recommended by Preston Smith, First National Bank**

Game On

Emmitt Smith



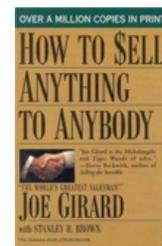
Emmitt Smith, the NFL’s all-time leading rusher of the Dallas Cowboys, Dancing with the Stars champion, and successful real-estate investor, outlines the principles that helped him become a winner on and off the football field. Emmitt reveals that it’s not only vision and talent that propel us toward our dreams, but also a combination of determination, persistence,

humility, courage, and faith. Emmitt gives readers the tools to pursue their dream with all their mind, heart, and soul.

****Recommended by Gary Swearingen, Wells Fargo Advisors**

How to Sell Anything to Anybody

Joe Girard



In his fifteen-year selling career, author Joe Girard sold 13,001 cars, a Guinness World Record. Joe learned by being in the trenches every day that nothing replaces old-fashioned salesmanship. He insists that by building on basic principles of trust and hard work, anyone can do what he did. This bestselling classic has helped millions of readers meet their goals and you will too. Joe will show you how to make the final sale every time, using the techniques he has perfected in his record career.

Imagine: How Creativity Works

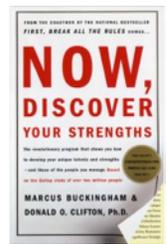
Jonah Lehrer



Did you know that the most creative companies have centralized bathrooms? That brainstorming meetings are a terrible idea? That the color blue can help you double your creative output? Shattering the myth of muses, higher powers, even creative “types,” Jonah Lehrer demonstrates that creativity is not a single gift possessed by the lucky few. It’s a variety of distinct thought processes that we can all learn to use more effectively.
****Recommended by Jeanne Dau, CCEC**

Now, Discover Your Strengths

Marcus Buckingham & Donald O. Clifton

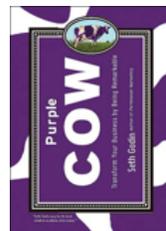


Marcus Buckingham and Donald O. Clifton have created a revolutionary program to help readers identify their talents, build them into strengths, and enjoy consistent, near-perfect performance. At the heart of the book is the Internet-based StrengthsFinder® Profile, the product of a 25-year, multimillion-

dollar effort to identify the most prevalent human strengths.
****Recommended by Dennis Pluard, Sarah Bush Lincoln Health System**

Purple Cow: Transform Your Business by Being Remarkable

Seth Godin



Cows, after you’ve seen one, or two, or ten, are boring. A Purple Cow, though... now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff—a lot of brown cows—but you can bet they won’t

forget a Purple Cow. In Purple Cow, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable.

****Recommended by Jim Zimmer, Zimmer Real Estate Properties, LLC**

Steve Jobs

Walter Isaacson



Based on more than forty interviews with Jobs and those close to him, Walter Isaacson has written a riveting story of the roller-coaster life and searingly intense personality of a creative entrepreneur whose passion for perfection and ferocious drive revolutionized six industries: personal computers, animated movies, music, phones, tablet computing, and digital publishing.

His tale is instructive and cautionary, filled with lessons about innovation, character, leadership, and values.

****Recommended by Don Davis, Rural King Supply**

Inside the Magic Kingdom: Seven Keys to Disney's Success

Tom Connellan



Now an insider takes you inside the incredible Disney service culture and presents simple, powerful concepts in a fun, memorable way.
****Recommended by Don Davis, Rural King Supply**

Onward: How Starbucks Fought for its Life Without Losing its Soul

Howard Schultz & Joanna Gordon



In 2008, Howard Schultz, the president and chairman of Starbucks, made the unprecedented decision to return as the CEO eight years after he stepped down from daily oversight of the company and became chairman. Concerned that Starbucks had lost its way, Schultz was determined to help it return to its core

values and restore not only its financial health, but also its soul. In Onward, he shares the remarkable story of his return and the company’s ongoing transformation under his leadership, revealing how, during one of the most tumultuous economic times in history, Starbucks again achieved profitability and sustainability without sacrificing humanity.

****Recommended by Daniel Downs First Neighbor Bank**

Self Leadership & the One Minute Manager

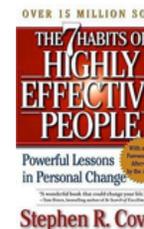
Ken Blanchard



This book explores the skills needed to become an effective self leader. Self Leadership and the One Minute Manager clearly and thoroughly reveals how power, freedom, and autonomy come from having the right mind-set and the skills needed to take personal responsibility for success.

The 7 Habits of Highly Effective People

Stephen R. Covey



Covey presents a holistic, integrated, principle-centered approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step pathway for living with fairness, integrity, service, and human dignity--principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates. ****Recommended by Ann Deters, Vantage Outsourcing**

****Recommended by Ann Deters, Vantage Outsourcing**

The Advantage

Patrick M. Lencioni



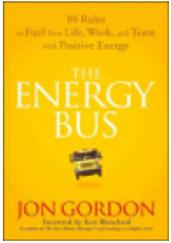
Patrick Lencioni argues that the seminal difference between successful companies and mediocre ones has little to do with what they know and how smart they are and more to do with how healthy they are. In this book, Lencioni brings together his vast experience and many of the themes cultivated in his other best-selling books and

delivers a first: a cohesive and comprehensive exploration of the unique advantage organizational health provides.

****Recommended by Gary Swearingen, Wells Fargo Advisors Teacher, Business Solutions Center**

The Energy Bus

Jon Gordon



The Energy Bus takes readers on an enlightening and inspiring ride that reveals 10 secrets for approaching life and work with the kind of positive, forward thinking that leads to true accomplishment - at work and at home. Jon infuses this engaging story with keen insights as he provides a powerful roadmap to overcome adversity and bring out the best in yourself and your team.

****Recommended by Daniel Downs, First Neighbor Bank**

The Millionaire Next Door

Thomas J. Stanley

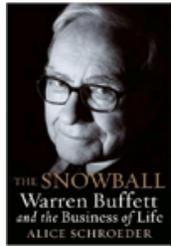


In The Millionaire Next Door, Dr. Stanley shattered the contemporary held beliefs about America's rich - and how they got that way. It is seldom inheritance, or advanced degrees, or even intelligence that builds fortunes in this country. Wealth in America is more often the result of hard work, diligent savings, and living below your means. The

Millionaire Next Door reveals the common denominators that show up again and again among those who have accumulated wealth.

The Snowball: Warren Buffett

Alice Schroeder



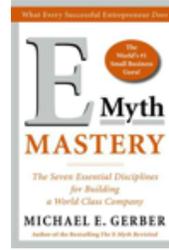
For the first time in his life, Warren Buffett has agreed to cooperate on a book that will be a biography of his ideas, a perspective that can be applied to business and the day-to-day decisions that dominate our lives. This will be the book that provides the never-before-published insight into his character and life, distilling the principles and philosophies that have guided him on a path to extraordinary

success and esteem. "The Snowball" is indispensable reading for those who wish to know the man behind the outstanding achievements, leadership and philanthropy.

****Recommended by Gary Swearingen, Wells Fargo Advisors**

E-Myth Mastery: The Seven Essential Disciplines for Building a World Class Company

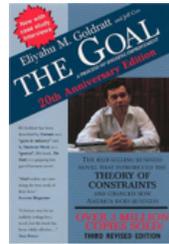
Tony Hsieh



The bestselling author of phenomenally successful and continually vital The E-Myth Revisited presents the next big step in entrepreneurial management and leadership with E-Myth Mastery. A practical, real-world program that is implemented real-time into your business, Gerber begins by engaging the reader in understanding why the entrepreneur is so critical to the success of any enterprise, no matter how small or large it may be, and why the mindset of an entrepreneur is so integral to the operating reality of the organization, of the small business, and the enterprise.

The Goal

Eliyahu Goldratt

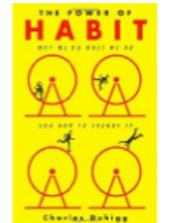


The Goal is the gripping novel that is transforming management thinking throughout the Western world. It focuses on character Alex Rogo who is a harried plant manager working ever more desperately to try and improve performance. His factory is rapidly heading for disaster. So is his marriage. He has 90 days to save his plant or it will be closed by corporate HQ, resulting in hundreds of job losses. The story of Alex's fight to save his plant is more than compulsive reading; it contains a serious message for all managers in industry and explains the ideas which underline the Theory of Constraints (TOC) developed by Eli Goldratt.

****Recommended by Dennis Pluard, Sarah Bush Lincoln Health System**

The Power of Habit

Charles Duhigg



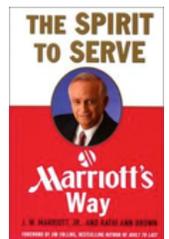
Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. With penetrating intelligence and an ability to distill vast amounts of information into engrossing narratives, Duhigg brings to life a whole new understanding of human nature and its potential for transformation. Along the way we learn why some people

and companies struggle to change, despite years of trying, while others seem to remake themselves overnight.

****Recommended by Roger Moore, Pinnacle Foods Group, LLC**

The Spirit to Serve: Marriott's Way

J.W. Marriott & Kathi Ann Brown

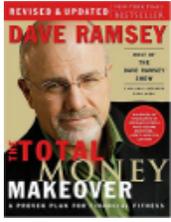


The Spirit to Serve describes how one of the most successful hoteliers of the 20th century built Marriott International from a respectable \$50-million-a-year enterprise into the mammoth \$9-billion multinational giant of today. The Spirit to Serve distills years of hard-earned wisdom and experience into twelve timeless lessons that managers at any level can implement in their own business lives.

****Recommended by Ann Deters, Vantage Outsourcing**

The Total Money Makeover

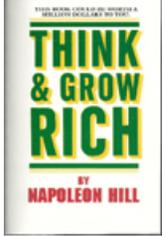
Dave Ramsey



Financial expert Dave Ramsey offers a comprehensive plan for getting out of debt and achieving financial health. Against a playful backdrop of fitness terminology, Dave gives solid, hard-hitting advice needed to make your goals a reality. Filled with both the “hope” and the “how-to,” The Total Money Makeover includes useful worksheets, charts, and the four factors that keep people from getting in shape financially.

Think and Grow Rich

Napoleon Hill

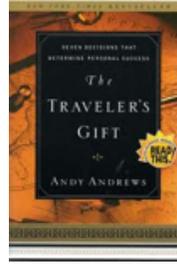


Here are money-making secrets that can change your life. Inspired by Andrew Carnegie’s magic formula for success, this book will teach you the secrets that will bring you a fortune. It will show you not only what to do, but how to do it. Once you learn and apply the simple, basic techniques revealed here, you will have mastered the secret of true and lasting success.

****Recommended by Gary Swearingen, Wells Fargo Advisors**

The Traveler’s Gift

Andy Andrews



Much like the best-selling books by Og Mandino, this unique narrative is a blend of entertaining fiction, allegory, and inspiration. Storyteller Andy Andrews gives a front-row seat for one man’s journey of a lifetime. David Ponder has lost his job and the will to live. When he is supernaturally selected to travel through time, he visits historical figures such as Abraham Lincoln, King Solomon, and Anne Frank. Each visit yields a Decision for Success that will one day impact the entire world.

****Recommended by Jamie Pilson, Pilson**

Auto Center