



Resource List: **Great Marketing and Sales Books** for Bankers

Selling Skills:

Sales Science- David Newman
Guerilla Selling- Orvel Ray Wilson and William K Gallagher
The Idea-A-Day Guide to Super Selling- Tony Allessandra
The Greatest Salesman in the World- Og Mandino
Stop Telling, Start Selling- Linda Richardson
How to Become a Rainmaker- Jeffrey Fox
Socratic Selling- Kevin Daley
The Sales Bible- Jeffrey Gitomer
The Little Red Book of Selling- Jeffrey Gitomer
The Ultimate Sales Machine- Chet Holmes
Selling the Invisible- Harry Beckwith
What Clients Love- Harry Beckwith

Motivation:

The Power of Positive Thinking- Norman Vincent Peale
Think and Grow Rich- Napoleon Hill
The Monk Who Sold His Ferrari- Robin Sharma
Maximum Achievement- Brian Tracy
The Road Less Traveled- M. Scott Peck
It's Not How Good You Are, Its How Good You Want to Be: The World's Best Selling Book- Paul Arden
Attitude is Everything- Keith Harrell
The 7 Spiritual Laws of Success- Deepak Chopra
Learned Optimism- Martin Seligman
Relish! The Highly Authorized Guide to Life- David Newman



Business Creativity:

JUICED!- David Newman

Creativity in Business- Michael Ray and Rochelle Myers

Jump Start Your Business Brain- Doug Hall

A Whack on the Side of the Head- Roger von Oech

Thinkertoys- Michael Michalko

The Artist's Way at Work- Mark Bryan and Julia Cameron

Jamming- John Kao

The Circle of Innovation- Tom Peters

Marketing:

UNCONSULTING: 95 Ways to Get More Done, Make More Money, and Rediscover the Joy of Business- David Newman

The Pursuit of Wow!- Tom Peters

Marketing Insights from A to Z- Philip Kotler

How to Drive Your Competition Crazy- Guy Kawasaki

Purple Cow- Seth Godin

Meatball Sundae- Seth Godin

Becoming a Category of One- Joe Calloway

Blue Ocean Strategy- W. Chan Kim and Renée Mauborgne

Results-Based Banking founder David Newman works with banking leaders who want to boost bank performance from "Good enough" to **"WOW!"** For free tools to help your bank's whole team mobilize around results, visit www.ResultsBasedBanking.com