

## Brand You: Read These Books

It's all about relationships. I want you to move your finance books aside right now, I want you to move your marketing books aside – you're welcome to keep them, but move them aside. The six or seven or eight books that I want directly behind your desk with the spines out and with lots of pages bent over are these:

*The Manager's Book of Decencies: How Small Gestures Build Great Companies.* Stephen D. Harrison.

*Respect.* Sara Lawrence-Lightfoot.

*Hostmanship: The Art of Making People Feel Welcome.* Jan Gunnarsson and Olle Blohm.

*The Speed of Trust: The One Thing That Changes Everything.* Stephen M. R. Covey.

*The Dream Manager.* Matthew Kelly.

*The Customer Comes Second.* Hal Rosenbluth and Diane McFerrin Peters. Not part of my Peters family, wish she was.

*Crucial Conversations.* Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler.

*Crucial Confrontations.* The same four people.

*Influence: Science and Practice.* Robert Cialdini.

*Emotional Intelligence: Why It Can Matter More Than IQ.* Daniel Goleman.

Every single one of these books is an absolute gem. I order you to read all of them. They really will change your perspective. Fabulous pieces of work, every one of them. Move finance, move marketing. Put these dead center directly behind your head.

