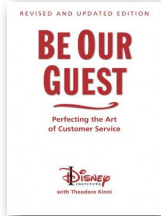


BUSINESS BOOK RECOMMENDATIONS

There are countless business books available, each offering strategies for improving businesses or developing skills. While many I've read didn't quite resonate with me, the following list includes those I've found valuable and often recommend to clients.

CUSTOMER SERVICE

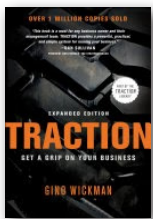


Be Our Guest

by: The Disney Institute, Theodore Kinni

A great book about perfecting Customer Service and bringing some 'Disney magic' to your customer experience to enhance your brand.

BUSINESS STRATEGY

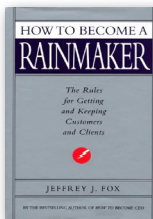


Traction: Get A Grip On Your Business

by: Gino Wickman

This book provides a practical framework for prioritising tasks, setting clear objectives, and tackling high-impact goals.

SELLING SKILLS

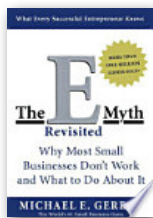


How To Become A Rainmaker

by: Jeffrey J Fox

This book is packed with hints and tips to pursue prospective customers and keep them. Simple quick lessons to makes it easy to pick up and learn something new.

RUNNING A SMALL BUSINESS

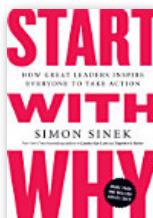


The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

by: Michael E. Gerber

The steps in the life of a business—from entrepreneurial infancy through adolescent growing pains to the mature entrepreneurial perspective:

LEADERSHIP SKILLS

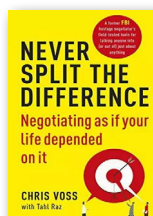


Start With Why

by: Simon Sinek

This book sets out how to develop the great leadership skill required to successfully lead a team and gives purpose to your organisation.

NEGOTIATION SKILLS



Never Split the Difference

by: Chris Voss

Chris is a former hostage negotiator and in this book shares how to adapt these skills for business and everyday life.