

The Ninja's Reading List

Finding Purpose & Meaning

1. The On-Purpose Person, Making Your Life Make Sense by Kevin W. McCarthy
2. The Power of Purpose by Richard J. Leider
3. The Purpose Driven Life by Rick Warren
4. Man's Search for Meaning by Viktor E. Frankl
5. Spiritual Economics by Eric Butterworth
6. A Whole New Earth by Eckhart Tolle
7. The Road Less Traveled by M. Scott Peck M.D.
8. The Survivor by John Goddard
9. The Last Lecture by Randy Pausch
10. Chasing Daylight by Eugene O'Kelly

Personal Development- Learning to Run Your Brain

1. As a Man Thinketh by James Allen
2. Psychofeedback by Paul G. Thomas
3. Psycho-Cybernetics, A New Way to Get More Living Out of Life by Maxwell Maltz
4. The Master Key System by Charles Haanel
5. The Science of Success by James Arthur Ray
6. The Secret of Creating Your Future by Tad James M.S., Ph.D.
7. Write It Down. Make It Happen. By Henriette Anne Klauser
8. The Power of Focus by Jack Canfield, Mark Victor Hansen & Les Hewitt
9. Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business by James Loehr PhD.
10. Fine Tune Your Brain by Genie Z. Laborde
11. The Path of Least Resistance, Learning to Become the Creative Force in Your Own Life by Robert Fritz
12. The Power of Now by Eckhart Tolle
13. Creative Visualization by Shakti Gawain
14. The C-Zone: Peak Performance Under Pressure by Robert and Marilyn Kriegel
15. Stress Without Distress by Hans Selye
16. Super Learning by S. Ostrander and L. Schroeder
17. The Magic of Thinking Big by David J. Schwartz
18. Learned Optimism by Martin E.P. Seligman Ph.D.
19. The Power of Optimism by Alan Loy McGinnis
20. Using Your Brain by Richard Bandler
21. Smart Talk For Achieving Your Potential by Lou Tice
22. Seeds of Greatness by Denis Waitley
23. You'll See It When You Believe it by Wayne Dyer, Ph.D.
24. Real Magic by Wayne Dyer, Ph.D.
25. Anatomy of An Illness by Norman Cousins
26. Head First: The Healing Power of the Human Spirit by Norman Cousins
28. The Answer by John Assaraf & Murray Smith

Personal Development

1. Mastery by George Leonard
2. Seven Habits of Highly Effective People by Stephen R. Covey Ph.D
3. Soar with Your Strengths by Donald O. Clifton & Paula Nelson
4. Now, Discover Your Strengths by Marcus Buckingham & Donald O. Clifton Ph.D.
5. Strengthsfinder by Tom Rath
6. The Power of Full Engagement by Jim Loehr Ph.D. & Tony Schwartz
7. Tough Times Never Last – Tough People Do by Robert Schuller Ph.D
8. If It Ain't Broke, Break It by Robert J. Kriegel & Louis Patter
9. First Things First by Stephen R. Covey, Ph.D
10. Being in Balance by Dr. Wayne W. Dyer
11. Power! by Michael Korda
12. Success! By Michael Korda
13. Don't Worry, Make Money by Richard Carlson Ph.D.
14. Don't Sweat the Small Stuff by Richard Carlson Ph.D.
15. Getting Things Done by David Allen
16. Peak Performers by Charles Garfield
17. Awaken the Giant Within by Anthony Robbins
18. Flow: The Psychology of Optimal Experience by Mihaly Csikszentmihalyi
19. The Five Love Languages by Gary Chapman
20. Law of Success by Napoleon Hill
21. Life 101 by John-Roger & Peter McWilliams
22. Born to Win by Muriel James Ed.D. & Dorothy Jongeward Ph.D.,
23. Think and Grow Rich by Napoleon Hill
24. Build a Better You- Starting Now! By Donald M. Dible
25. Deep Survival by Laurence Gonzales
26. The Success Principles by Jack Canfield
27. It's Not About the Bike by Lance Armstrong
28. A Return to Love by Marianne Williamson

Health & Fitness

1. Aerobics by Kenneth H. Cooper, M.D.
2. The New Aerobics by Kenneth H. Cooper, M.D.
3. Fit or Fat? By Covert Bailey
4. Breakthrough to Excellence, Quantum Fitness by Irving Dardik M.D. & Denis Waitley, Ph.D.
5. Body for Life by Bill Phillips & Michael D'Orso
6. Timeless Body, Ageless Mind by Deepak Chopra, M.D.
7. Quantum Healing: Exploring the Frontiers of Mind/Body Medicine by Deepak Chopra, M.D.
8. Unlimited Life by Deepak Chopra, M.D.

Creating Wealth

1. The Science of Getting Rich by Wallace D. Wattles
2. The Way to Wealth by Benjamin Franklin
3. The Richest Man in Babylon by George S. Clason
4. Rich Dad, Poor Dad by Robert T. Kiyosaki
5. Rich Dad's Cashflow Quadrant by Robert Kiyosaki
6. How I Turned \$1,000 into Three Million in Real Estate- In My Spare Time by William Nickerson
7. The Millionaire Next Door by Thomas J. Stanley Ph.D. & William D, Danko Ph.D.
8. The Millionaire Mind by Thomas J. Stanley Ph.D
9. Learn to Earn by Peter Lynch & John Rothchild
10. Wealth 101, Getting What You Want, Enjoying What You've Got by John Roger & Peter McWilliams
11. Real Estate Guidelines & Rules of Thumb by Ronald E. Gettel
12. Unlimited Wealth by Paul Zane Pilzer

Selling and Communication

1. Secrets of Question Based Selling by Thomas A. Freese
2. Trust Based Selling by Charles H. Green
3. Everyone Communicates, Few Connect by John C. Maxwell
4. The Trusted Advisor by David H, Maister, Charles H. Green & Robert M. Galford
5. Hug Your Customers by Jack Mitchell
6. Secrets of Successful Selling by Elmer Wheeler, Charles B. Roth, Frank Bettger, Earl Prevette & Bert H. Schlain
7. The 25 Sales Habits of Highly Successful Salespeople by Stephan Schiffman
8. The 25 Most Common Sales Mistakes and How to Avoid Them by Stephan Schiffman
9. The 7 Triggers to Yes by Russell H. Granger
10. The Closers Edited by Ben Gay III
11. The Ultimate Question by Fred Reichheld
12. High Probability Selling by Jacques Werth & Nicholas E. Ruben
13. Green Light Selling by Don Aspromonte
14. High Trust Selling by Todd Duncan
15. Never Eat Alone by Keith Ferrazzi
16. Integrity Selling for the 21st Century by Rob Willingham
17. Selling with Integrity by Sharon Drew Morgen
18. Modern Persuasion Strategies, The Hidden Advantage in Selling by Donald J. Moine & John H. Herd
19. The One Minute Sales Person by Spencer Johnson M.D. & Larry Wilson
20. The Go-Giver by Bob Burg & John David Mann
21. Go-Givers Sell More by Bob Burg & John David Mann
22. The Greatest Salesman in the World by Og Mandino
23. Winning Moves: The Body Language of Selling by Ken Delmar
24. The New Art and Science of Referral Marketing by Scott Degraffenreid & Donna Blandford

25. Managing the Equity Factor by Richard C. Huseman Ph.D & John D. Hatfield
26. Men are from Mars, Women are from Venus by John Gray, Ph.D.
27. Stop Selling! by Chris Helder
28. Socratic Selling by Kevin Daley with Emmett Wolfe
29. The Power of Business Rapport by Dr. Michael Brooks
30. Rich Buyer, Rich Seller by Laurie Moore-Moore
31. Street Smart by Chris Helder
32. Mr. Schmooze, The Art & Science of Selling Through Relationships by Richard Abraham
33. No Bull Selling! By Hank Trisler
34. New Homes Sales and Marketing by Dave Stone

Marketing

1. Differentiate or Die by Jack Trout
2. The World's Best Known Marketing Secret by Ivan R. Misner Ph.D. & V. Devine
3. Discovering the Soul of Service by Leonard L. Berry
4. Small Giants by Bo Burlingham
5. The Power of Cult Branding
6. Purple Cow by Seth Godin
7. Positioning, The Battle for Your Mind by Ries Trout
8. The Discipline of Market Leaders by Treacy Wiersema
9. The Fred Factor by Mark Sanborn
10. The Hero & the Outlaw by Margaret Mark & Carol S. Pearson
11. Raving Fans, A Revolutionary Approach to Customer Service by Ken Blanchard & Sheldon Bowles
12. In Pursuit of WOW by Tom Peters
13. Service America by Karl Albrecht and Don Zemke
14. Selling the Invisible by Beckwith

Negotiating

1. Getting to Yes, Negotiating Agreement Without Giving In by Roger Fisher & William Ury
2. Getting Past No, Negotiating With Difficult People by William Ury
3. You Can Get Anything You Want, But You Have to Do More Than Ask, by Roger Dawson
4. Friendly Persuasion, My Life As a Negotiator by Bob Woolf
5. You Can Negotiate Anything by Herb Cohen
6. The Negotiating Game, by Chester L. Karrass
7. Beyond Reason, Using Emotions as You Negotiate by Roger Fisher and Daniel Shapiro
8. In Business as In Life- You Don't Get What You Deserve, You Get What You Negotiate by Chester L. Karrass
9. Influencing With Integrity, Management Skills for Communication and Negotiation by Genie Z. Laborde
10. The Magic of Conflict by Thomas F. Crum

Leadership- Leading Change

1. Leading Change by John P. Kotter
2. One Small Step Can Change Your Life by Robert Maurer Ph.D.
3. A Force For Change, How Leadership Differs From Management by John P. Kotter
4. How People Change by Allen Wheelis
5. The Change Masters, Innovation & Entrepreneurship In the American Corporation by Rosabeth Moss Kanter

Leadership- Coaching People

1. Personal Coaching For Results by Lou Tice
2. Bringing Out the Best in People, by Alan Loy McGinnis
3. Crucial Conversations, Tools for Talking When Stakes Are High by Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler
4. 12 Elements of Great Managing by Rodd Wagner & James K. Harter Ph.D.
5. First, Break All the Rules by Marcus Buckingham & Curt Coffman
6. People Still Matter by Steve Murray
7. The Five Dysfunctions of a Team by Patrick Lencioni
8. Motivating People, by Dayle M. Smith
9. Sacred Hoops by Phil Jackson and Hugh Delehanty

Leadership & Management

1. The One Thing You Need to Know by Marcus Buckingham
2. The One Minute Manager by Ken Blanchard
3. The 21 Irrefutable Laws of Leadership by John C. Maxwell
4. The Fifth Discipline by Peter M. Senge
5. Leaders by Warren Bennis & Burt Nanus
6. On Becoming a Leader by Warren Bennis
7. Leadership is an Art by Max DePree
8. Love & Profit by James A. Autry
9. Lions Don't Need to Rorar by D.A. Benton
10. The E Myth Revisited by Michael E. Gerber
11. Execution: Getting Things Done by Larry Bossidy & Ram Charan
12. The Deming Management Method by Mary Walton
13. Good to Great by Jim Collins
14. Managing in Turbulent Times by Peter E. Drucker
15. Visionary Business by Marc Allen
16. Enlightened Leadership by Ed Oakley & Doug Krug
17. Life & Work, A Managers Search for Meaning by James A. Autrey
18. The Empowered Manager by Peter Block
19. Principle Centered Leadership by Stephen R. Covey Ph.D.

How the World Works

1. The 80/20 Principle by Richard Koch
2. The Evolution of Cooperation by Robert Axelrod
3. No Contest by Alfie Kohn
4. A Whole New Mind by Daniel H. Pink
5. Critical Path by R. Buckminster Fuller
6. The Ultimate Resource by Julian L. Simon
7. Microtrends by Mark J. Penn with E. Kinney Zalesne
8. Future Perfect by Stanley M. Davis
9. The Tipping Point by Malcolm Gladwell
10. The Lexus & the Olive Tree by Thomas L. Friedman

Philosophy & Religion

1. Aristotle For Everybody by Mortimer J. Adler
2. Good News New Testament
3. Autobiography of a Yogi by Paramahansa Yogananda
4. A History of God by Karen Armstrong
5. The Spirit of Synergy, God's Power and You by L. Robert Keck
6. The Seven Spiritual Laws of Success by Deepak Chopra, M.D.

Physics, Quantum Physics, Meta-Physics

1. The Secret by Rhonda Byrne
2. The Power of Intention by Dr. Wayne Dyer
3. Power vs. Force by David R. Hawkins, M.D. Ph.D
4. The Field by Lynne McTaggart
5. The Intention Experiment by Lynne McTaggart
6. The Hidden Messages in Water by Masaru Emoto
7. The Law of Attraction by Esther & Jerry Hicks
8. The Crack in the Cosmic Egg by Joseph Chilton Pearce
9. Eye to Eye by Ken Wilber
10. Stalking the Wild Pendulum, On the Mechanics of Consciousness by Itzhak Bentov
11. The Biology of Belief by Bruce Lipton, Ph.D.
12. The Probability of the Impossible by Dr. Thelma Moss