

Recommended Booklist & Audio/DVD Programs

Some authors may have more than one publication that may not be listed. It has been noted when the Author is a Money & You (M&Y) Graduate, or Excelerated Business School (BSE) Graduate or Instructor (Inst)

Information / Motivational / Relationships

MONEY-MAKING SYSTEMS – For People Who Work with People
DC Cordova and Carol Dysart (M&Y Co-Founder BSE Insts)

THE SUCCESS PRINCIPLES
Jack Canfield (M&Y Grad) and Janet Switzer (M&Y Grad/BSE Inst)

CRITICAL PATH
R. Buckminster Fuller (BSE Instructor)

LOVING RELATIONSHIPS
Sondra Ray (BSE Grad/Inst)

DOING LIFE!
Dr. Cherie Clark (M&Y/BSE Grad)

TIME TO LIVE: JANNIE TAY'S JOURNEY (M&Y/BSE Inst)
Wong Wan Ling

CHICKEN SOUP FOR THE SOUL BOOK SERIES
Jack Canfield and Mark Victor Hansen (M&Y Grads – both)

THE MILLIONAIRE MIND
Gerry Robert (M&Y Grad)

SECRETS OF THE MILLIONAIRE MIND
Harv Ecker (M&Y/BSE Grad)

EVERY SAINT HAS A PAST, EVERY SINNER A FUTURE
Terry Cole-Whittaker (M&Y Grad/BSE Inst)

THE PLOT
Loy Young (M&Y Grad/BSE Inst)

AWAKEN THE GIANT WITHIN
Anthony Robbins (M&Y Grad/BSE Inst)

WHO MOVED MY CHEESE?
Spencer Johnson (M&Y Grad)

DOING LIFE! A PROGRAM FOR RECOVERY FROM SUBSTANCE ABUSE ADDICTIONS: STEP 2, RESTORE SANITY
Dr. Cheryl Clark (M&Y and BSE Grad)

THE BOARD RETREAT HANDBOOK -

HOW TO TURN YOUR NON-PROFIT ORGANIZATION INTO AN ENDURING LEGACY
Kerry Zurier (M&Y Grad/Instructor and BSE Inst)

LETTING GO AND LOVING LIFE
Carmel Greenwood (M&Y Grad)

SALESDOGS - YOU DON'T HAVE TO BE AN ATTACK DOG TO BE SUCCESSFUL IN SALES!
Blair Singer (M&Y/BSE Grad/Instructor)

WHAT IS THE EMPEROR WEARING?: TRUTH-TELLING IN BUSINESS RELATIONSHIPS
Laurie Weiss (M&Y Grad)

YOU'RE NEVER UPSET FOR THE REASON YOU THINK: THE CURE FOR THE COMMON UPSET
Layne and Paul Cutright (M&Y Grads)

THE POWER OF DISC: STEP BY STEP GUIDE TO UNDERSTANDING YOUR PROFILE REPORT
Carol Dysart (M&Y/BSE Grad)

HOW TO HAVE WHAT YOU WANT AND KEEP IT... DESPITE EVERYTHING
Shantelle Gold (M&Y/BSE Grad/Inst)

HOW TO GET THE BEST DEAL EVERY TIME
Wayne Berry (M&Y Grad/BSE Inst)

IN SEARCH OF THE GOLDEN NUGGETS - THE KEYS TO WORK, WISDOM AND WEALTH
Enid Vien (M&Y Grad)

REVOLUTIONARY AGREEMENTS
Marian Head (M&Y Grad)

21 WAYS TO CLOSE MORE SALES
Eric Lofholm (M&Y Grad)

124 TIPS FOR HAVING A GREAT RELATIONSHIP
Laurie Weiss (M&Y Grad)

IMAGE BUILDS BUSINESS - HOW POWERFUL PEOPLE RECOGNIZE EACH OTHER
Robert Pante (BSE Inst)

SECRETS: A PRACTICAL GUIDE TO UNDREAMED-OF POSSIBILITIES
Christina Thomas-Fraser (M&Y Grad)

TARGET SUCCESS
Don Dwyer (M&Y Grad's father)

THE ONE BIG TEAM STORY WINNING WITH TEAMWORK
Colin Rose (M&Y Grad)

THE EQUALITY MYTH
Roma Gaster (M&Y/BSE Grad)

EVERYONE CAN WIN
Shoshana Faire (M&Y Grad)

FULLER'S EARTH
Richard Brenneman (M&Y Grad)

SET YOURSELF FREE

Shirley Smith (M&Y Grad)

21 WAYS TO BUILD YOUR TEENAGERS' SELF-ESTEEM

Susan Barton (M&Y Grad)

MAN-WOMAN RELATIONSHIPS MADE EASY

Kristina Catalina (M&Y Grad)

QUANTUM HEALING

Deepak Chopra, M.D

THE HISTORY OF EVERYTHING

Ken Wilbur

7 HABITS OF HIGHLY SUCCESSFUL PEOPLE

Steven Covey

SPEAKING WITH AUTHORITY

Tony Alessandra

MEN ARE FROM MARS, WOMEN ARE FROM VENUS

John Gray, Ph.D.

LIVING LIFE AS A SUPER ACHIEVER

Bernhard Dohrmann

THE RICHEST MAN IN BABYLON

George S. Clason

THINK AND GROW RICH

Napoleon Hill

SECRETS MEN KEEP

Ken Druck

SECRETS OF SUPERSTAR SPEAKERS: INSIDE THE SOUL OF INSPIRATION

Lilly Walters

INFLUENCE

Robert Cialdini, Ph.D.

THE DYNAMIC LAWS OF PROSPERITY

Catherine Ponder

FIRST THINGS FIRST

Stephen Covey

FOLLOW YOUR BLISS

Hal Zina Bennett PhD (Co-author of Rich & Happy with Robert Kiyosaki)

HEALING THE SHAME THAT BINDS YOU

John Bradshaw

HOW TO LIVE THOUGH AN EXECUTIVE

L. Ron Hubbard

HOW TO WIN FRIENDS & INFLUENCE PEOPLE

Dale Carnegie

LOVE IS LETTING GO OF FEAR

Jerry Jampolsky

THE ORGANIZED EXECUTIVE

Stephanie Winston

THE PLATINUM RULE

Dr. Tony Alessandra

BUCKY WORKS

J. Baldwin

BODY FOR LIFE

Bill Phillips

BORN TO WIN

John Bertrand

YOU WERE BORN RICH

Bob Proctor

Education / Learning

IF YOU WANT TO BE RICH & HAPPY, DON'T GO TO SCHOOL?

Robert T. Kiyosaki (M&Y Grad/Instructor–BSE Grad/Instructor – past partner)

QUANTUM LEARNING: UNLEASHING THE GENIUS IN YOU

Bobbi DePorter (Co-creator M&Y/BSE Programs – SuperCamp creator)

SUPERTEACHING

Eric Jensen (M&Y/BSE Grad and Inst)

ACCELERATED LEARNING

Colin Rose (M&Y Grad)

SUPERLEARNING 2000

Sheila Ostrander (BSE Inst)

USING BOTH SIDES OF YOUR BRAIN

Bony Buzan (BSE Inst)

EMOTIONAL INTELLIGENCE

Daniel Goleman

THE LEARNING GAP

Harold Stevenson

RIGHTING THE EDUCATIONAL CONVEYOR BELT

Michael Grinder

USE YOUR BRAIN FOR A CHANGE

Richard Bandler

Business

GOOD TO GREAT

Jim Collins

THE PLOT GOES TO WORK

Don Phin (M&Y Grad) and Loy Young (M&Y Grad/BSE Inst)

TWELVE DEGREES OF FREEDOM: SYNERGETICS AND THE 12 STEPS TO RECOVERY VOLUME 1: A THEORETICAL MODEL

Dr. Cheryl Clark (M&Y/BSE Grad)

WINNING STRATEGIES FOR CAPITAL FORMATION: SECRETS OF FUNDING START-UPS AND EMERGING GROWTH FIRMS WITHOUT LOSING CONTROL OF YOUR IDEA, PROJECT OR COMPANY

Linda Chandler (M&Y Grad/BSE Inst)

IT'S JUST A K.I.S.S. AWAY: A WOMAN'S GUIDE TO WINNING THE MONEY GAME

Linda Chandler (M&Y Grad/BSE Inst)

THE ENTREPRENEUR'S GUIDE SERIES DEVELOPING A COMPANY POLICY MANUAL THAT BOTH YOU AND YOUR EMPLOYEES CAN LIVE WITH

Michael Reaves (M&Y Grad)

A WHOLE NEW MIND

Daniel Pink

THE E-MYTH

Michael E. Gerber

DOUBLE-DIGIT GROWTH: HOW GREAT COMPANIES ACHIEVE IT-NO MATTER WHAT

Michael Treacy

THE BIRTH OF THE CHAORDIC AGE

Dee Hock

THE BEST SELLER

D. Forbes Ley, MBA

BEYOND ENTREPRENEURSHIP

James C. Collins

BODY AND SOUL

Anita Roddick

BUILT TO LAST

James C. Collins

NATURAL CAPITALISM: CREATING THE NEXT INDUSTRIAL REVOLUTION

Paul Hawken

FREEDOM AND ACCOUNTABILITY AT WORK

Peter Kostenbaum and Peter Block

THE NEXT ECONOMY

Paul Hawken

PARADIGMS: DISCOVERING THE FUTURE

Joel Barker

CLICKING

Faith Popcorn

MAVERICK

Ricardo Semler

DANGER IN THE COMFORT ZONE

Judith M. Bardwick

DEMING MANAGEMENT METHOD

Mary Walton

LEADING THE REVOLUTION

Gary Hamel

THE REAL WORK OF LEADERS

Donald L. Laurie

THE TIPPING POINT

Malcolm Gladwell

IDENTITY IS DESTINY

Laurence D. Ackerman

SURFING THE EDGE OF CHAOS

Richard T. Pascale

THE FORTUNE TELLERS: INSIDE WALL STREET'S GAME OF MONEY, MEDIA, AND MANIPULATION

Howard Kurtz

FROM PEPSI TO APPLE

John Sculley

THE 21 IRREFUTABLE LAWS OF LEADERSHIP: FOLLOW THEM AND PEOPLE WILL FOLLOW YOU

John C. Maxwell

HIDDEN VALUE: HOW GREAT COMPANIES ACHIEVE EXTRAORDINARY RESULTS WITH ORDINARY PEOPLE

Jeffrey Pfeffer

THE LEXUS AND THE OLIVE TREE

Thomas Friedman

THE LOYALTY EFFECT

Frederick F. Reichheld

McDONALD'S

John F. Love

MEGATRENDS ASIA

John Naisbitt

MONEY FROM THIN AIR: THE STORY OF CRAIG MC CAW, THE VISIONARY WHO INVENTED THE CELL PHONE INDUSTRY AND HIS NEXT BILLION-DOLLAR IDEA

O. Casey Corr

MORE THAN A MOTORCYCLE: THE LEADERSHIP

JOURNEY AT HARLEY-DAVIDSON

Rich Teerlink

THE SECOND CURVE

Ian Morrison

BIZPLANBUILDER

Burke Franklin

Marketing

GETTING EVERYTHING YOU CAN OUT OF ALL YOU'VE GOT

Jay Abraham

BOTTOM UP MARKETING

Al Ries

BUSINESS BY REFERRAL

Ivan R. Misner, PhD

GET CLIENTS NOW!

C.J. Hayden

GUERRILLA MARKETING

Jay Conrad Levinson

**THIS BUSINESS HAS LEGS: HOW I
USED INFOMERCIAL MARKETING TO
CREATE THE \$100,000,000 THIGHMASTER
CRAZE**

Peter Bieler

Investing / Financial Freedom

FINANCING THE NEW VENTURE

Mark Long (M&Y Grad/BSE Inst)

RICH DAD, POOR DAD

Robert T. Kiyosaki (M&Y Grad/Instructor – BSE
Grad/Instructor – past partner)

MONEY SECRETS OF THE RICH

John R. Burley (M&Y Grad/BSI Inst)

TRADE YOUR WAY TO FINANCIAL FREEDOM

Van K. Tharp

THE MILLIONAIRE NEXT DOOR

Thomas J. Stanley

THE SCIENCE OF GETTING RICH

Wallace D. Wattles

MULTIPLE STREAMS OF INCOME

Robert G. Allen

UNSTOPPABLE

Cynthia Kersey

YOUR MONEY OR YOUR LIFE

Vicky Robin

INC. AND GROW RICH

Sage International

BEATING THE STREET

Peter Lynch

GOD WANTS YOU TO BE RICH

Paul Zane Pilzner

**IT IS NEVER TOO LATE TO GET RICH: THE
SECRETS OF BUILDING A NEST EGG AT ANY
AGE**

Jim Jorgensen

WEALTH WITHOUT RISK

Charles J. Givens

E-commerce

**THE WEB TRAFFIC BIBLE: MASTER
STRATEGIES FOR CREATING A TRAFFIC JAM
ON YOUR WEB SITE AND TURNING TRAFFIC
INTO PROFITS**

Kevin Bramlett

**THE INSIDER SECRETS TO MARKETING YOUR
BUSINESS ON THE INTERNET**

Corey Rudl

**APPLE CONFIDENTIAL: THE REAL STORY OF
APPLE COMPUTER**

Owen W. Linzmayer

**BLUR: THE SPEED OF CHANGE IN THE
CONNECTED ECONOMY**

Stanley M. Davis

**THE 11 IMMUTABLE LAWS OF INTERNET
BRANDING**

Al & Laura Ries

HIGH TECH, HIGH TOUCH

John Naisbitt

**HIGH TECH START UP: THE COMPLETE
HANDBOOK FOR CREATING SUCCESSFUL
NEW HIGH TECH COMPANIES**

John L. Nesheim

BEING DIGITAL

Nicholas Negroponte

**BLOWN TO BITS: HOW THE NEW ECONOMICS
OF
INFORMATION TRANSFORMS STRATEGY**

Philip Evans

**BLUE PRINT TO THE DIGITAL ECONOMY:
WEALTH
CREATION IN THE ERA OF E-BUSINESS**

Don Tapscott

**BUSINESS @ THE SPEED OF THOUGHT: USING
A DIGITAL NERVOUS SYSTEM**

Bill Gates

**CREATING VALUE IN THE NETWORK
COMMUNITY**

Don Tapscott

**DIRECT FROM DELL: STRATEGIES THAT
REVOLUTIONIZED AN INDUSTRY**

Michael Dell

**TELECOMMUNICATIONS CONVERGENCE:
HOW TO PROFIT FROM THE CONVERGENCE
OF TECHNOLOGIES, SERVICES, AND
COMPANIES**

Steven Shepard

**CUSTOMERS.COM: HOW TO CREATE A
PROFITABLE BUSINESS STRATEGY FOR THE
INTERNET AND BEYOND**

Patricia Seybold

THE DEATH OF DISTANCE: HOW THE COMMUNICATION REVOLUTION WILL CHANGE OUR LIVES
Frances Cairncross

DIGITAL DARWINISM: 7 BREAKTHROUGH BUSINESS STRATEGIES FOR SURVIVING IN THE CUTTHROAT WEB ECONOMY
Evan Schwartz

THE ELECTRONIC B@ZAAR: FROM THE SILK ROAD TO THE E-ROAD
Robin Bloor

E-PROCESS EDGE: CREATING CUSTOMER VALUE AND BUSINESS WEALTH IN THE INTERNET ERA
Peter Keen

THE FIFTH DISCIPLINE: THE ART AND PRACTICE OF THE LEARNING ORGANIZATION
Peter M. Senge

GROWING UP DIGITAL: THE RISE OF THE NET GENERATION
Don Tapscott

INFORMATION RULES: A STRATEGIC GUIDE OF THE NETWORK ECONOMY
Carl Shapiro

THE INNOVATOR'S DILEMMA
Clayton Christensen

NET GAIN: EXPANDING MARKETS THROUGH VIRTUAL COMMUNICATION
John Hagel

NET READY: STRATEGIES FOR SUCCESS IN THE E-ECONOMY
Amir Hartman,

THE NEW PIONEERS: THE MEN AND WOMEN WHO ARE TRANSFORMING THE WORKPLACE AND MARKETPLACE
Thomas Petzinger, Jr.

NEW RULES FOR THE NEW ECONOMY: 10 RADICAL STRATEGIES FOR A CONNECTED WORLD
Kevin Kelly

THE NEW NEW THING: A SILICON VALLEY STORY
Michael Lewis

NOW OR NEVER: HOW COMPANIES MUST CHANGE TODAY TO WIN THE BATTLE FOR INTERNET CONSUMERS
Mary Modahl

OPENING DIGITAL MARKETS: BATTLE PLANS AND BUSINESS STRATEGIES FOR INTERNET COMMERCE
Walid Mougayar

PERMISSION MARKETING: TURNING STRANGERS INTO FRIENDS, AND FRIENDS INTO CUSTOMERS
Seth Godin

SECOND COMING OF STEVE JOBS
Alan Deutschman

STRIKINGITRICH.COM: PROFILE OF 23 INCREDIBLY SUCCESSFUL WEBSITES YOU'VE PROBABLY NEVER HEARD OF
Jaclyn Easton

UNLESHING THE KILLER APP: DIGITAL STRATEGIES FOR MARKET DOMINANCE
Larry Downes

Audio / DVD Programs

MONEY: EARNING, SAVING AND INVESTING IT
Bobbi DePorter (Co-creator M&Y/BSE Programs – SuperCamp creator)

SECRETS OF RAISING SERIOUS MONEY FOR YOUR BUSINESS, PART 1 & 2
Linda Chandler (M&Y Grad/BSE Inst)

SALES MAGIC: THE SEVEN PRINCIPLES OF SALES MASTERY
Linda Chandler (M&Y Grad/BSE Insts)

THE MAGIC OF TEACHING: 9 STEPS TO TRANSFORMATIONAL TRAINING
Kerry Zurier (M&Y Grad/BSE Inst)

MAXIMIZING YOUR MOTIVATION WITH YOUR WINNING ATTITUDE
Bobbie DePorter

SALESDOGS TRAINING KIT
Blair Singer (M&Y Grad/BSE Inst)

KEYS TO GETTING WHAT YOU WANT
Keith Cunningham (M&Y Grad/BSE Inst)

HOW TO ACHIEVE SUCCESS BY NEGOTIATION
Keith Cunningham (M&Y Grad/BSE Inst)

THE MASTERMIND MARKETING PROGRAM
Jay Abraham (BSE Inst)

SUPER RUSH-SEED CAPITAL
Bernhard Dohrmann

WINNING THE MONEY GAME
Burley & Associates, Inc. (M&Y Grad/BSI Inst)

JAY ABRAHAM'S - BILLION DOLLAR INTERNET SUMMIT
Jay Abraham (BSE Inst)

INTERNET MARKETING
Corey Rudl

TAX STRATEGIES FOR BUSINESS PROFESSIONALS
Sandy Botkin

**SECRETS OF RAISING SERIOUS MONEY FOR
YOUR BUSINESS (PART II): ADVANCED
CAPITAL FORMATION STRATEGIES FOR FAST-
GROWTH COMPANIES (ENTREPRENEURSHIP
SERIES)**

Linda Chandler (M&Y Grad/BSE Inst)

THE BORN RICH LEARNING SYSTEM

Bob Proctor

MASTERY OF MONEY

Klemmer & Associates

UNSTOPPABLE PERSONAL ACTION KIT

Cynthia Kersey

QUANTUM MEMORY

Bobbie DePorter (Co-creator M&Y/BSE
Programs – SuperCamp creator)

BEATING THE ODDS

Keith Cunningham (M&Y Grad/BSE Inst)

THE MASTERMIND MARKETING PROGRAM

Jay Abraham (BSE Inst)

KEYS TO THE VAULT COLLECTION

Keith Cunningham (M&Y Grad/BSE Inst)

TOOLS FOR CLEAR COMMUNICATION

Bobbie DePorter (Co-creator M&Y/BSE
Programs – SuperCamp creator)