

How to improve your practice! A Book List

The first two books may be the best two books of their type ever printed. They are highly recommended for every leader, spouse, partner and teacher...anyone who deals with people. The rest are arranged in their importance to dental office success.

The Road Less Traveled by M. Scott Peck, M.D.

1978 Published by Simon and Schuster

Outstanding book for business, family and personal life. A must for every library, many insights for living.

The 7 Habits of Highly Effective People by Stephen R. Covey

1989 Published by Simon and Schuster

Equal to the listing above. Leadership, personal and dealing with others.

The E Myth by Michael E. Gerber

1986 published by Harper Business a division of HarperCollins Publishers.

Truly outstanding insights into why businesses fail and solutions to the problems that surround so many dental offices. If you only get one of these books, make it this one.

Personality Plus by Florence Littauer

Identifies personality types and describes them. Provides a test so that you may determine your type and what your shortcomings in relating to others will be. Absolute jewel in relating with others and positioning for sales.

Contact the First Four Minutes by Leonard Zunin, M.D. with Natalie Zunin.

1972 Published by Ballentine Books

Wonderful insights into first encounters!

The Popcorn Report by Faith Popcorn

1992 Published by Harper Business

Describes the future based on trend analysis. Brilliant concept used by many American businesses. Gives insights into what will be popular in the future and why.

The Discipline of Market Leaders by Michael Treacy and Fred Wierseman

1995 Published by Addison- Wesley

Choose your customer, narrow your focus and dominate your market. Insights into how great companies dominate their markets. Many applications to the dental business!

Selling the Invisible by Harry Beckwith

If you could get just one book on marketing, this should be the one.

Why Employees Don't by Ferdinand Fournis

Published by Liberty Hall Press

Reasons why employees do not do what they are hired to do. Good insights.

Customers for Life by Carl Sewell & Paul B. Brown

1990 Published by Bantam Doubleday Dell Publishing

Group approach of a Texas auto dealer and how he achieved super success. How to turn a one-time buyer into a lifetime customer.

Think and Grow Rich by Napoleon Hill

1960 published by Fawcett Books

A truly brilliant book about setting goals and a method of mind set and how they influence your success.

Seven Strategies for Wealth and Happiness by Jim Rohn

Prima Publishing PO Box 1260R Rocklin, CA 95677-1260

Overwhelming ideas for strengthening thinking and improving resolve. Concepts you need for success.

How to Sell Anything to Anybody by Joe Girard.

1977 Published by Warner Books

The world's greatest salesman. Some great ideas to help even the finest dental office!

The Tipping point by Malcom Gladwell