

I have a commitment to always learning, always testing my opinions and adding to my understanding of life, business and marketing. I often walk my dog, wait in line at airports and design for my clients while listening to audio books on my mp3 player. I find it to be invigorating and a great use of otherwise wasted time.

Following are several of my favorite audio books, with links directly to Audible.com where you can learn more or purchase them for yourself.

Enjoy! *Nancy*

ATHENA'S LITTLE BLACK BOOK

{ suggested reading, Dec-05 }



The Fifth Discipline

Peter M. Senge

CHECK IT OUT

Peter Senge's groundbreaking ideas on building organizations have made him a household name among corporate managers. His theories help businesses to clarify their goals, to defy the odds, to more clearly understand threats, and to recognize new opportunities. He introduces managers to a new source of competitive advantage, and offers a marvelously empowering approach to work.

Mastery of Senge's five disciplines enables managers to overcome their obstacles to growth and creates brave new futures for them and their companies. The five disciplines are drawn from science, spiritual wisdom, psychology, the cutting edge of management thought, and Senge's own work with top corporations that employ his methods. Listening to The Fifth Discipline provides a searching personal experience and a dramatic professional shift of mind.

It's Never Crowded Along the Extra Mile

Dr. Wayne W. Dyer

CHECK IT OUT

Recorded live at the Miraval Life in Balance Resort and Spa in Arizona, this lecture features Dr. Wayne W. Dyer as he shares what it's like to go the extra mile and lead a deeper, fuller life. Drawing upon the lessons of great teachers such as St. Francis of Assisi, Viktor Frankl, Jesus Christ, Nelson Mandela, Mother Teresa, and Buddha, Dr. Dyer helps you discover that you can achieve true inner peace and success by integrating ten powerful "secrets" into your life that can transform your everyday existence into a path for spiritual enlightenment.

Dr. Dyer goes on to demonstrate the same meditation technique (Japa) that he himself has used for years to make conscious contact with a higher power. He provides real-life tools that can help you improve the way you relate to others and yourself.

Selling the Invisible

Harry Beckwith

CHECK IT OUT

In order to market effectively, you must learn how to sell something you can't even see - services. Millions of people work in, and depend upon, America's "service economy." This useful guide tells you how to sell your company's services, as well as how to develop them and help them grow. Ace marketing man Harry Beckwith put his 25 years of experience to use to develop hundreds of quick, practical, and easy-to-remember strategies that will help you master this crucial branch of marketing.



The Invisible Touch: The Four Keys to Modern Marketing

Harry Beckwith

CHECK IT OUT

Harry Beckwith, the author of *Selling the Invisible*, is back with a treasury of quick, practical, and entertaining strategies for attracting and keeping clients by using *The Invisible Touch*. Service businesses sell something that cannot be seen or heard; they sell an experience. For that experience to be exceptional, these companies need to understand their clients. Beckwith applies the study of human nature to the world of business, and the result is a thorough, informative, and easily implemented marketing plan.

What Clients Love

Harry Beckwith

CHECK IT OUT

Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd - and sell anything to anyone.

From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to:

- Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd.
- Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home.
- Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street.
- Dress Julia Roberts. Why one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school.

Free Prize Inside! & Purple Cow

Seth Godin

CHECK IT OUT

Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the free prize, something small yet precious, that made it irresistible.

In this audio of *Free Prize Inside!*, Seth Godin shows how you can make your customers feel that way about your product or service, whatever it is.

Free Prize Inside! is jammed with practical ideas you can use right now to create something remarkable. Something irresistible. Something that markets itself.

Cows, after you've seen one or two or 10, are boring. A Purple Cow, though...now that would be something. *Purple Cow* describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.



Unleashing the Ideavirus

Seth Godin

CHECK IT OUT

Counter to traditional marketing wisdom, which tries to count, measure, and manipulate the spread of information, Seth Godin argues that information can spread most effectively from customer to customer, rather than from business to customer. Godin calls this powerful customer-to-customer dialogue the ideavirus. In *Unleashing the Ideavirus*, Godin examines how companies like Napster and Hotmail have successfully launched ideaviruses. He offers a recipe for creating your own ideavirus, and shows how businesses can use ideavirus marketing to succeed in a world that doesn't want to hear it anymore from traditional marketers.

