

Recommended Readings

Who Moved My Cheese?

Author: Spencer Johns, MD

Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits from your Small Business

Author: Jay Conrad Levinson

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

Author: Michael E. Gerber

The Successful Business Plan: Secrets & Strategies

Author: Rhonda Abrams

The Tipping Point: How Little Things Can Make a Big Difference

Author: Malcolm Gladwell