



Reading List for Fun & Business
Allison D. Mooney, CRS, GRI

THE 22 IMMUTABLE LAWS OF MARKETING by Al Ries & Jack Trout
"DO WHAT YOU ARE" by Paul D. Tieger & Barbara Barron-Tieger
MY AMERICAN DREAM by Colin J. Powell with Joseph E. Persico
THE REAL ESTATE BOOK – THE ULTIMATE PAPER TRAIL by Oliver Franscona, Esq. & Katherine E. Reece
CHICKEN SOUP FOR THE SOUL (tapes & books) by Jack Canfield & Mark Victor Hansen
CUSTOMERS FOR LIFE by Carl Sewell & Paul B. Brown
RANDOM ACTS OF KINDNESS by Editors of Conair Press
LIFE'S LITTLE INSTRUCTION BOOK by H. Jackson Brown, Jr. (multiple editions)
WILL IT EVER CLOSE by Mari Mahoney, Brenda Haydock & Jackie McPherson (fax # (510) 484-4145)
DAILY REFLECTIONS FOR HIGHLY EFFECTIVE PEOPLE, SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE; any of his publications by Stephen R. Covey
RELATIONSHIP MARKETING by Regis McKenna
REAL ESTATE SALES HANDBOOK by Gail G. Lyons
THE BEST OF THE REAL ESTATE BUSINESS compiled and edited by the Residential Sales Council and the Residential Brokerage Council (various authors/articles)
52 WAYS TO BUILD YOUR SELF ESTEEM & CONFIDENCE by C.E. Rollins
FROM BEGINNING TO END THE RITUALS OF OUR LIFE, EVERYTHING I NEED TO KNOW IN LIFE I LEARNED IN KINDERGARTEN, (anything by him) by Robert Flughum
THE GREATEST SALESMAN, A BETTER WAY TO LIVE, (others by him) by Og Mandino
LEARNED OPTIMISM by Martin Seligman
THE MILLIONAIRE NEXT DOOR by Stanley & Danko
WORDS THAT SELL by Richard Bayan
ONLY THE PARANOID SURVIVE by Andrew Grove
MEN ARE FROM MARS WOMEN ARE FROM VENUS and other editions, John Gray
SWIMMING WITH THE SHARKS WITHOUT BEING EATEN ALIVE by Harvey MacKay
UNLIMITED POWER by Tony Robbins
THE ROAD AHEAD by Bill Gates
BEING DIGITAL by Nicholas Negroponte
THE EIGHT NEW RULES OF REAL ESTATE, John Tuccillo, Ph.D., CAE
TARGETING THE OVER 55 CLIENT, John Tuccillo, Buddy (SRES) & Betsy West
CARE OF THE SOUL, Thomas Moore
LEADERSHIP SECRETS OF ATTILA THE HUN, Wess Roberts, Ph.D.
A WHACK ON THE SIDE OF THE HEAD, Roger von Oech
SECRETS FROM THE LOST ART OF COMMON SENSE MARKETING, H. Brad Antin, Alan J. Antin
"I CAN SEE YOU NAKED" (learn effective presentation skills), by Don E. Schultz, Northwestern University
WHO MOVED MY CHEESE? Spencer Johnson, M.D.
MAN'S SEARCH FOR MEANING, Viktor E. Frankl
WHEN I AM AN OLD WOMAN I SHALL WEAR PURPLE, edited by Sandra Haldeman Martz
FENG SHUI (How to create harmony and balance in your living & working environment), Belinda Henwood & consultant: Howard Choy
BODY LANGUAGE, Julius Fast
ANATOMY OF AN ILLNESS as Perceived by the Patient, Norman Cousins
FOUR PATHWAYS TO SUCCESS, Dr. Wayne W. Dyer
ZEN AND THE ART OF MOTORCYCLE MAINTENANCE (an inquiry into values), Robert M. Pirsig
LIVING, LOVING & LEARNING, Leo Buscaglia, Ph.D. (anything by him)
THE ONE YEAR BIBLE, Guideposts
THE POWER OF ETHICAL MANAGEMENT, Kenneth Blanchard, Norman Vincent Peale

THE PROPHET, Kahlil Gibran
MENTORING, Floyd Wickman & Terri Sjodin
HAVING OUR SAY, Delaney Sisters
KISS, BOW OR SHAKE HANDS, Terri Morrison, Wayne A. Conaway & George A. Borden, Ph.D.
CLICKING, Faith Popcorn & Lys Marigold
INTERNET MARKETING IN REAL ESTATE, Barbara Cox & William Koelzer
REAL ESTATE RAINMAKER, Dan Gooder Richard
THE SEAT OF THE SOUL, Gary Zukav
THE LEXUS & THE OLIVE TREE, (understanding globalization) Thomas L. Friedman
POWER VS. FORCE, (the hidden determinants of human behavior) David R. Hawkins, MD, PhD
FROGS INTO PRINCES, (neuro linguistic programming) Richard Bandler & John Grinder
THE FIELD, Lynn MacTaggart
THE HIDDEN MESSAGES IN WATER, Masaru Emoto
THE TIPPING POINT, (how little things make a big difference) Malcolm Gladwell
BLINK, THE POWER OF THINKING WITHOUT THINKING Malcolm Gladwell
A WHOLE NEW MIND: MOVING FROM THE INFORMATION AGE T THE CONCEPTUAL AGE,
Daniel Pink
THE WORLD IS FLAT: A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY, Thomas L. Friedman
SUZANNE'S DIARY FOR NICHOLAS, James Patterson
THE ALCHEMIST, Paulo Coelho

to be continued.



"Live a balanced life—learn some and think some and draw and paint and sing and dance and play and work every day
some."-Robert Fulgum

"There is a time for everything, and a season for every activity under
heaven. . . ." Ecclesiastes 3:1

Allison D. Mooney Seminars, Inc.--CRS, GRI
{ HYPERLINK <mailto:Allison.Mooney@longandfoster.com> }
www.allisondmooney.com
301-502-2403 Cell & Voice Mail
877-855-8823 Home Office Toll Free