

# Suggested Readings for the Development of a Successful New Account Acquisition Process



Category	Title	Author	Publisher
General	Where the Sidewalk Ends - The Poems and Drawings of Shel Silverstein	Shel Silverstein	Harper & Row
Human Resources	You're Not the Person I Hired! - A CEO's Survival Guide To Hiring Top Talent	Janet Boydell, Barry Deutsch, Brad Remillard	Author House
Management	Execution	Larry Bossidy & Ram Charan	Crown Business
Management	Leadership Lessons of the Navy Seals	Jeff Cannon & Lt. CMDR. Jon Cannon	McGraw - Hill
Marketing	21st Century Positioning	Jack & Garry Kinder	Taylor Publishing Company
Marketing	Lead Generation for the Complex Sale	Brian J. Carroll	McGraw - Hill
Marketing	Made to Stick - Why Some Ideas Survive and Others Die	Chip Heath and Dan Heath	Random House
Marketing	One To One B2B - Customer Development Strategies for the B2B World	Don Peppers & Martha Rogers	Currency - Doubleday
Marketing	Permission Marketing - Turning Strangers Into Friends, and Friends Into Customers	Seth Godin	Simon & Schuster
Marketing	Positioning: The Battle for Your Mind	Al Ries & Jack Trout	Warner Business Books
Marketing	The One to One Field Book	Don Peppers & Martha Rogers	Currency - Doubleday
Marketing	The Turning Point - How Little Things Can Make a Big Difference	Malcolm Gladwell	Little, Brown & Company
Negotiation	Red-Hot Sales Negotiation	Paul S. Goldner & Peter Mckeon	AMACOM
Negotiation	Selling Through Negotiation	Homer B. Smith	AMACOM
Negotiation	The Art of Negotiation	Gerard I. Nierenberg	Cornerstone Library
Sales	Face to Face Selling	Bart Breighner Diane Sanchez,	Park Avenue
Sales	Selling Machine	Stephen E. Heiman & Tad Tuleja	Times Business
Sales	Selling To The Top	David A. Peoples	John Wiley & Sons, Inc.
Sales	Solution Selling - Creating Buyers in Difficult Selling Markets	Michael T. Bosworth	McGraw - Hill
Strategy	Blown to Bits - How the New Economics of Information Transforms Strategy	Philip Evans & Thomas S. Wurster	Harvard Business School Press
Strategy	FIRST, Break All The Rules	Marcus Buckingham & Curt Coffman	Simon & Schuster
Strategy	Go To Market Strategy	Lawrence G. Friedman	Butterworth and Heinemann
Strategy	How To Grow When Markets Don't	Adrian Slywotsky & Richard Wise	Warner Business Books
Strategy	Real Time - Preparing for the Age of the Never Satisfied Customer	Regis McKenna	Harvard Business School Press
Strategy	S - Business - Reinventing the Services Organization	James A. Alexander & Mark W. Hordes	SelectBooks, Inc.
Strategy	The Customer Revolution	Patricia B. Seybold	Crown Business