

# Five Must Reads for All Business Owners

The following books are our top 5 must reads for all business owners. Now it's widely recognised that many entrepreneurs dislike reading so you'll be pleased to know that many of the books listed are only a short read of about 100 pages. Whilst these books may be short they are packed with fantastic, easily applied ideas. They are entertaining, simple but extremely powerful. You'll find them easy to find at any good bookstore. Happy reading and please do let us know your thoughts.

## 1. **The E Myth Revisited by Michael E Gerber**

The E-Myth is not some technical book about the internet but an entertaining and profound explanation of how to make your small business successful. Michael is the originator of the "working on" not "in" concept and in his book he dispels some of the myths of developing a successful small business and shows you how to apply the lessons of franchising to any business.

The E-Myth Revisited is suitable for any business however there are some other more targeted books in the series including The E-Myth Manager, The E-Myth Contractor and The E-Myth Physician.

## 2. **The One Minute Manager by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D.**

This very small book will have a dramatic effect on your time management skills. It is a concise, easily read story that demonstrates three very practical management techniques that will increase your productivity, satisfaction and personal prosperity. Over 10 million copies of this book have been sold.

The One Minute series contains 4 books - The One Minute Manager, Putting the One Minute Manager to Work, The One Minute Manager Meets the Monkey and The One Minute Manager Builds High Performance Teams.

## 3. **Who Moved My Cheese – An Amazing Way to Deal with Change in Your Work and in Your Life - Spencer Johnson**

Another small and easy to read publication about *change*. In today's dynamic business environment change is a constant and it is either a blessing or a curse, depending upon your perspective. The book is a charming parable about change and there are many lessons that can be applied to almost any aspect of your life.

## 4. **Fish! A Remarkable Way to Boost Morale and Improve Results – Stephen C Lundin, Harry Paul and John Christensen**

Fish! Is another management parable that draws its lesson from an unlikely source--this time it's the fun-loving fishmongers at Seattle's Pike Place Market. A moving story about the power of personal choice FISH! is the story of Mary Jane's journey of self-discovery. Along the way she and her team discover they have the power to create the workplace of their dreams through the choices they make every day.

Other books in the Fish! Series include Fish! Sticks and Fish! Tales.

## 5. **Lovemarks- The Future Beyond Brands – Kevin Roberts, CEO Worldwide, Saatchi & Saatchi**

This is a stunning new hardback book that details the evolutionary story of products, trademarks and brands - to Lovemarks. Kevin Roberts relates the inspiration behind the idea, and shows how Love and business can help make the world a better place. Learn how Lovemarks inspire loyalty beyond reason.