

Reading List

(Updated 2023)

Kevin's 2023 Reading List

- The Road Less Stupid, Keith Cunningham
- The Compound Effect, Darren Hardy
- Never Split the Difference, Chris Voss
- Dark Money, Jane Mayer
- The Greatest Salesman in the World, Og Mandino
- Woo, Wow, and Win, Thos Stewart & Patricia O'Connell
- The Challenger Sale, M. Dixon & B. Adamson
- Good Leaders Ask Great Questions, John Maxwell
- The Sales Acceleration Formula, Mark Roberge
- Maximize Your Social, Neal Schaffer
- The Four Agreements, Migual Ruiz
- 80/20 Sales and Marketing Perry Marshall
- The 10X Mentor, Grant Cardone

Kevin's Top 10:

- Scaling Up, Verne Harnish
- Shift, Carlos Ghosn
- Traction, Gino Wickman
- Go-Getter, Peter Kyne
- Good to Great, Jim Collins
- The Challenger Sale, M. Dixon & B. Adamson
- Atomic Habits, James Clear
- 4 Obsessions of a Highly Effective Leader, Patrick Lencioni
- Value as a Service, Rob Bernshteyn
- The Irresistible Consultant's Guide to Winning Clients, David Fields
- Blue Ocean Strategy, Roger Wayne, Chan Kim

LIGHTHOUSE

SALES ADVISORS

Cincinnati, Ohio

Recommendations by Focus Area:

- **Sales**
 - Sell More, Faster, Amos Schwartzfab
 - Crucial Conversations, Patterson, Grenny, McMillan, Switzler
 - The Challenger Sale, Dixon, Adamson
 - The Art of Woo, Shell/ Moussa
- **Prospecting**
 - Fanatical Prospecting, Jeb Blount
- **Sales Leadership**
 - Leaders Eat Last, Simon Sinek
 - Lightning Sales Ops, Matt Betuzzi
 - 7 Habits of Highly Effective People, Stephen Covey
 - Scaling Up, Verne Harnish
- **Organizational Leadership**
 - The Leadership Pipeline, Ram Charan, Steve Drotter, Jim Noel
 - Good to Great, Jim Collins
 - 21 Irrefutable laws of Leadership, John Maxwell
 - Managing Without Supervising, William Abernathy
 - Traction, Gino Wickman
 - Get A Grip, Gino Wickman
 - Rocket Fuel, Gino Wickman
 - Built to Sell, John Warrillow, Bo Burlingham
 - Thriving on Chaos, Tom Peters

Podcasts

- **Sales**
 - Two Tall Guys Talking Sales, Kevin Lawson & Sean O'Shaughnessey
 - Selling the Sandler Way, Sandler Training
- **Sales Leadership**
 - The Sales Management. Simplified, Mike Weinberg
 - The Brutal Truth About Sales & Selling, Brian Burns
- **Organizational Leadership**
 - Business Accelerator Michael Hyatt, Megan Hyatt-Miller
 - Built for Change, Accenture
- **Running & General Information**
 - 10 Junk Miles
 - Ultra Marathon Man
 - The Daily, by The New York Times