

Recommended Reading from David Schwab's Bookshelf

Ariely, Dan. Predictably Irrational. Harper Collins, New York, 2008

Buckingham Marcus and Donald O. Clifton. Now Discover Your Strengths. The Free Press, New York, 2001.

Gerber, Michael E. The E Myth Revisited. Harper Business, New York, 1996.

Gostick, Adrian and Chester Elton. The Carrot Principle. Free Press, New York, 2007.

Harari, Oren. Break from the Pack: How to Compete in a Copycat Economy. Financial Times-Prentice Hall. New York, 2006.

Lencioni, Patrick. Five Dysfunctions of a Team. Jossey-Bass, San Francisco, 2002.

Maxwell, John C. The 21 Irrefutable Laws of Leadership Workbook. Thomas Nelson, Inc., Nashville, 2002.

Maxwell, John C. The 17 Indisputable Laws of Teamwork Workbook. Thomas Nelson, Inc., Nashville, 2003.

Michelli, Joseph A. The New Gold Standard. McGraw-Hill, New York, 2008.

Michelli, Joseph A. The Starbucks's Experience: 5 Principles for Turning Ordinary into Extraordinary. McGraw-Hill, New York, 2007

Moore, John. Tribal Knowledge: Business Wisdom Brewed from the Grounds of Starbucks Corporate Culture. Kaplan Publishing, Chicago, 2006.

Taleb, Nassim Nicholas. The Black Swan: The Impact of the Highly Improbable. Random House, New York, 2007.

Tracy, Brian. Focal Point. AMACOM, New York, 2002.

Tracy, Brian. Goals! BK, San Francisco, 2003.

Tulgan, Bruce. It's OK to Be the Boss. HarperCollins, New York. 2007.

Welsh, Jack. Winning. Harper Collins, New York, 2005.