

# Mount Prospect Downtown Merchants Association

## Business Book List

### **Title: The E-Myth, The E-Myth Revisited**

**Author: Michael Gerber**

Copyright: 1995

Subject: The E-Myth explains the entrepreneurial myth that plagues most small business owners. The myth is that because a person is a good mechanic he can successfully manage and operate an auto repair shop that does that very work. When in fact, competent mechanics, although necessary, are only a small part of a successful auto repair business. Other necessary components include: management skills, basic accounting skills, inventory control, human resource skills, people skills, an understanding of customer service, marketing skills, etc. To assume that a good mechanic has all of these skills could be a grave mistake, and in fact results in 80% of all small businesses failing in the first 5 years. Michael Gerber explains how you can avoid becoming one of those statistics.

Recommended by: Tom Zander

Recommender's rating: Five stars. A must read for any small business owner

### **Title: Good to Great**

**Author: Jim Collins**

Copyright: 2001

Subject: Good to Great examines the traits of companies that have maintained greatness over an extended period of time. The list might surprise you. Drawing from those companies, Jim Collins shares his findings on the leadership, culture, and focus of these companies.

Surprisingly, some of these traits fly in the face of conventional wisdom and the "Flashy CEO's" that often write books about their business acumen.

Recommended by: Tom Zander

Recommender's rating: Five stars. A great book for those who do not wish to settle for mediocrity.

Related book: Built to Last by Jim Collins. Although Good to Great came out after Built to Last, Good to Great is intended as a prequel to Built to Last. If you like Good to Great, you should read, Built to Last.

### **Title: How to Win Friends and Influence People**

**Author: Dale Carnegie**

Copyright: 1936

Subject: This classic book quickly became the "Bible" for anyone wishing to improve their interactions with people. This book covers the basics of courtesy, managing people, and getting others to perform at their peak. "The only way to get someone to do something is to make them *want* to do it." Said Dale Carnegie. This will also do great things for your personal life as well.

Recommended by: Tom Zander

Recommender's rating: 4 stars. Although this book has been around a while, it is a must read for any manager of people.

**Title: What to Say When You Talk to Yourself**

**Author: Shad Helmstetter Ph.D.**

Copyright: 1982

Subject: The quiet conversations we have in our heads almost constantly, are the driving force behind the “programs” that run our lives. Our self-talk contributes greatly to our beliefs. Those beliefs create our attitudes. Those attitudes create feelings. Our feelings determine our actions, and our actions determine the course of our lives. Consciously deciding how we talk to ourselves can change the course of our lives. This book helps us create positive self-talk.

Recommended by: Tom Zander

Recommender's rating: 4 stars. Great insight into the seemingly primal instincts of the human brain.