

Suggested Readings

Mindset by Carol Dweck

Made to Stick by Chip and Dan Heath

Thinking Fast and Slow by Daniel Kahneman

Start with Why by Simon Sinek

The Paradox of Choice by Barry Schwartz

The E-Myth Attorney by Michael Gerber *et al*

The Referral Engine by John Jantsch

Contagious by Jonah Berger

Selling the Invisible by Harry Beckwith

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