

»» Literatura ««

- Beckwith, Harry. *What Clients Love: A Field Guide to Growing Your Business*. New York: Warner Business Books, 2003.
- Bridges, William. *Creating You & Co.: Learn to Think Like the CEO of Your Own Career*. Reading, MA: Addison-Wesley, 1997.
- Cialdini, Robert B. *Influence, Science, and Practice*. Boston: Allyn and Bacon, 2001.
- Corcoran, Barbara, with Bruce Littlefield. *If You Don't Have Big Breasts, Put Ribbons in Your Pigtails*. New York: Portfolio, 2003.
- D'Alessandro, David F., Michele Owens, and Michael Owens. *Career Warfare: 10 Rules for Building a Successful Personal Brand and Fighting to Keep It*. New York: McGraw-Hill, 2003.
- Ferrazzi, Keith, and Tahl Raz. *Never Eat Lunch Alone: And Other Secrets to 10 Success One Relationship at a Time*. New York: Currency, 2005.
- Frankel, Alex. *Word Craft: The Art of Turning Little Words into Big Business*. New York: Crown, 2004.
- Friedman, Thomas L. *The World Is Flat: A Brief History of the Twenty-first Century*. New York: Farrar, Straus & Giroux, 2005.
- Gerstner, Louis V., Jr. *Who Says Elephants Can't Dance?* New York: Harper-Business, 2003.
- Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. Boston: Little, Brown, 2000.
- Gladwell, Malcolm. *Blink: The Power of Thinking Without Thinking*. Boston: Little, Brown, 2005.
- Godin, Seth. *Unleashing the Idea Virus*. New York: Free Press, 2000.
- Godin, Seth. *Purple Cow: Transform Your Business by Being Remarkable*. New York: Portfolio, 2003.
- Kawasaki, Guy. *The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*. New York: Portfolio, 2004.

- Kiyosaki, Robert T., and Sharon L. Lechter. *Rich Dad, Poor Dad*. New York: Warner Books, 2000.
- Klaus, Peggy. *Brag! The Art of Tooting Your Own Horn Without Blowing It*. New York: Warner Business Books, 2003.
- Levinson, Jay Conrad. *Guerilla Marketing: Secrets for Making Profits for Your Small Business*. Boston: Houghton Mifflin, 1998.
- Levitt, Steven D. and Stephen J. Dubner. *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*. New York: William Morrow, 2005.
- Mackay, Harvey. *Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need*. New York: Currency, 1999.
- Mackenzie, Gordon. *Orbiting the Giant Hairball: A Fool's Guide to Surviving with Grace*. New York: Viking, 1996.
- Montoya, Peter. *The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand*. Santa Ana, CA: Peter Montoya, 2003.
- Peters, Tom. *The Brand You 50*. New York: Knopf, 1999.
- Rein, Irving, Philip Kotler, and Martin Stoller. *High Visibility: The Making and Marketing of Professionals into Celebrities*. Chicago: NTC Business Books, 1997.
- Ries, Al, and Laura Ries. *The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand*. New York: HarperBusiness, 2002.
- Rivkin, Steve, and Fraser Sutherland. *The Making of a Name: The Inside Story of the Brands We Buy*. Oxford: Oxford University Press, 2005.
- Roffer, Robin Fisher. *Make a Name for Yourself: 8 Steps Every Woman Needs to Create Your Personal Brand*. New York: Broadway, 2000.
- Sanders, Tim. *The Likeability Factor: How to Boost Your L-Factor and Achieve Your Life's Dreams*. New York: Crown, 2005.
- Steinberg, Neil. *Hatless Jack: The President, the Fedora, and the History of American Style*. New York: Plume, 2004.
- Trout, Jack, with Steve Rifkin. *The Power of Simplicity: A Management Guide to Cutting Through the Nonsense and Doing Things Right*. New York: McGraw-Hill, 1999.
- Trout, Jack, with Steve Rifkin. *Differentiate or Die: Survival in Our Era of Killer Competition*. New York: Wiley, 2002.

- Trout, Jack. *Jack Trout on Strategy*. New York: McGraw-Hill, 2004.
- Welch, Jack, with Suzy Welch. *Winning*. New York: HarperBusiness, 2005.
- White, Ronald C., Jr. *The Eloquent President: A Portrait of Lincoln Through His Words*. New York: Random House, 2005.
- Whyte, David. *Crossing the Unknown Sea: Work as a Pilgrimage of Identity*. New York: Riverhead, 2002.