

Caulton Roberts Associates
RESOURCE GUIDE FOR SUCCESS

COMMUNICATION

How to Win Friends and Influence People, Dale Carnegie, NY: Simon & Schuster, 1936.

CUSTOMER SERVICE

1,001 Ways to Keep Customers Coming Bank, Donna Greiner & Theodore Kinni, Roseville, CA: Prima Pub., 1999.

301 Great Customer Service Ideas, edited by Nancy Artz, Boston: Goldhirsh Group, 1997.

The Customer Driven Company, Richard Whiteley, Reading, MA: Addison Wesley, 1991.

Customer Service for Dummies, Karen Leland & Keith Bailey, Foster City, CA: IDG Books, 1995.

Customers for Life, Carl Sewell & Paul Brown, New York: Doubleday, 1990.

Customer Service Nightmares, Nancy Friedman (The Telephone ‘Doctor’), Menlo Park, CA: Crisp Pub., 1998.

Delivering Knock Your Socks Off Service, Kristin Anderson & Ron Zemke, NY: AMA, 1991

How to Win Customers and Keep Them for Life, Michael LeBoeuf, Ph.D., NY: Berkley Books, 1987.

Knock Your Socks Off Service Recovery, Ron Zemke & Chip Bell, New York: AMACOM, 2000

Lessons from the Nordstrom Way, Robert Spector, New York: John Wiley & Sons, 2001.

Raving Fans, Ken Blanchard & Sheldon Bowles, NY: William Morrow & Co., 1993

Tales of Knock Your Socks Off Service, Kristin Anderson & Ron Zemke, New York: AMACON, 1997

DEALING WITH DIFFICULT PEOPLE

Coping with Difficult People, (AUDIO-6 tapes) Robert M. Bramson, Ph.D., Niles, IL: Nightingale-Conant, 1986

Don’t Let Jerks Get the Best of You, Paul Meier, MD, Nashville, TN: Thomas Nelson Publishers, 1993

Hard-to-Please Customers, (AUDIO—2 tapes) Dr. Rick Brinkman, Boulder, CO: CareerTrack, 1997

Knock Your Socks Off Answers, Kristin Anderson & Ron Zemke, NY: AMACON, 1995

DIVERSITY

Voices of Diversity, Renee Blank and Sandra Slipp, NY: Amacon, 1994.

ENTREPRENEURIAL MATERIAL

The Perfect Business, Michael LeBoeuf, NY: Simon & Schuster, 1996.

MANAGEMENT/LEADERSHIP

21 Indispensable Qualities of a Leader, John Maxwell. Nashville, TN: Nelson, 1999.

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301 Great Management Ideas, Edited by Sara Noble, Inc. Publishing, 1991.

1,001 Ways to Energize Employees, Bob Nelson, NY: Workman Publishing, 1997.

1,001 Ways to Reward Employees, Bob Nelson, NY: Workman Publishing, 1994.

Care Packages for the Workplace, Barbara Glanz, NY: McGraw-Hill, 1996.

FISH!, Stephen Lundin, Ph.D., Harry Paul, and John Christensen. NY: Hyperion, 2000.

FISH! Tales, (Bite-sized stories. Unlimited possibilities.) Stephen Lundin, Ph.D., Harry Paul, and John Christensen. NY: Hyperion, 2002.

FISH! Sticks, (Bite-sized stories. Stephen Lundin, Ph.D., Harry Paul, and John Christensen. NY: Hyperion, 2003.

Getting Results! The Secret to Motivating Yourself and Others, Michael LeBoeuf, Ph.D., NY: Berkley, 1992.

The Five Temptations of a CEO, Patrick Lencioni, San Francisco: Jossey-Bass Publishers, 1998

High Five! None of Us is as Smart as All of Us, Ken Blanchard, Sheldon Bowles, Donald Carew, Eunice Parisi-Carew, Spencer Johnson, NY: Wm. Morrow & Co., 2001

Managing Knock Your Socks Off Service, Chip Bell & Ron Zemke, NY: Amacon, 1992.

The One Minute Manager, Kenneth Blanchard, Ph.D. & Spencer Johnson, MD, NY: Berkley, 1981.

You Made My Day, Janis Allen & Michael McCarthy, NY: Lebhar-Friedman Books, 2000.

Zapp! The Lightning of Empowerment, William C. Byham, Ph.D. with Jeff Cox, NY: Fawcett Columbine, 1988. Zapp! For Healthcare & Education also available.

MOTIVATION (Materials that encourage you to be the best you can be!)

100 Ways to Motivate Yourself, Steve Chandler, Franklin Lakes, NJ: Career Press, 1996.

301 Ways to Have Fun at Work, Dave Hemsath & Leslie Yerkes, San Francisco, CA: Berrett-Koehler Publishers, 1997.

Achievement in Action, Brian Tracy, Niles, IL: Nightingale-Conant Corp. To order, call: 1-800-525-9000.

Don't Sweat the Small Stuff, Richard Carlson, Ph.D., NY,NY: Hyperion. 2000. (Carlson has produced a wide variety of valuable Don't Sweat the Small Stuff books in different categories.)

The Fred Factor, Mark Sanborn, NY: Doubleday. 2004.

I Can. You Can Too!, Mamie McCullough, Nashville, TN: Thomas Nelson Publishers, 1987. To order your autographed copy, call: 1-214-437-5308.

It's Only Too Late If You Don't Start Now, Barbara Sher, NY: Dell, 1998.

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Lighten Up!, (AUDIO-5 tapes) CW Metcalf, Niles, IL: Nightingale-Conant, 1994.

Live Your Dreams, Les Brown, NY: Avon Books, 1992.

Over the Top, Zig Ziglar, Nashville, TN: Thomas Nelson Publishers, 1994.

The Psychology of Winning, Dr. Denis Waitley, NY: Berkley Books, 1979.

Rhinoceros Success, Scott Alexander, Laguna Hills, CA: The Rhino's Press, 1980. (To order, call 1-800-8-SAFARI)

SALES & MARKETING

301 Do-It-Yourself Marketing Ideas, edited by Jay Conrad Levinson, Boston: Goldhirsh Group, 1997.

1,001 Ideas to Create Retail Excitement, Edgar Falk, Englewood Cliffs, NJ, Prentice Hall, 1994.

Fifty Ways to Win New Customers, Paul R. Timm, Hawthorne, NJ: Career Press, 1993.

The Greatest Salesman in the World, Og Mandino, NY: Bantam Book.

How I Raised Myself from Failure to Success in Selling, Frank Bettger, NY: Simon & Schuster, 1947.

Ziglar on Selling, Zig Ziglar, NY: Ballantine Books, 1993.

SUCCESS SKILLS

1,001 Ways to Take Initiative at Work, Bob Nelson. Workman Publishing, 1999.

HeroZ, William C. Byham, Ph.D. with Jeff Cox, NY: Fawcett Columbine, 1995.

Maximum Achievement, Brian Tracy, NY: Simon & Schuster, 1993.

Skills for Success, Adele Scheele, Ph.D., NY: Ballantine Books, 1979.

Success for Dummies, Zig Ziglar, Foster City, CA: IDG Books, 1998.

TIME MANAGEMENT/ORGANIZATIONAL SKILLS

Clutter Free! Finally and Forever, Don Aslett, Pocatello, ID: Marsh Creek Press, 1995.

DayTimers, for a FREE 2 month sample, call 1-800-523-9474 and ask for the free sample kit.

Executive Time Management, Brian Tracy, Niles, IL: Nightingale-Conant. (video/audio)

Getting Things Done, Edwin Bliss, NY: Bantam Books, 1976.

Have a 48-Hour Day, Don Aslett, Pocatello, ID: Marsh Creek Press, 1996.

Working Smart: How to Accomplish More in Half the Time, Michael LeBoeuf, Ph.D., NY: Warner Books, 1979.

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TO GIVE YOU HOPE...

The Bible

Chicken Soup for the Soul, Jack Canfield & Mark Victor Hansen, NY: Health Communications Inc., 1993 (and of course, their many sequels for so many groups from kids to golfers to cancer survivors.)

I Want to Grow Hair, I Want to Grow Up, I Want to go to Boise, Erma Bombeck, NY: Harper & Row Publishers, 1989.

Random Acts of Kindness, The Editors of Conari Press, Berkley, CA: Conari Press, 1993.

Something to Smile About, Zig Ziglar, Nashville, TN: Thomas Nelson, 1998. (Also, Something Else to Smile About)

SOME HELPFUL WEB SITES

www.briantracy.com, Brian Tracy's site. The author and speaker has more information about his services and products on his specialties of sales, achievement and the habits of highly successful people.

www.caulton-roberts.com, Our site includes a daily service tip as well as more information about customer service training.

www.injoy.com, Injoy, founded by John Maxwell, is committed to helping others increase their leadership effectiveness.

www.zigziglar.com, Zig Ziglar, the master motivator, has a site to let your know more about himself as well as his products and services. His interactive training looks very interesting.

www.crown.org, For a DISC-like personality assessment, click on "online tools" and then "personality ID."

SOURCES FOR ENCOURAGEMENT & RECOGNITION MATERIALS

- Baudville—Putting applause on paper--Certificates, stationery—www.baudville.com 1-800-728-0888
- Successories—Motivational materials—cards, posters, mugs, etc—www.successories.com 1-800-535-2773

Biographies can be a great source of encouragement and inspiration! Below is a list of some of my favorite individuals. Many are not business people but all are people I admire for their character and creativity and fine example. Please let me know which biographies you have read that you have found to be inspiring.

Louisa May Alcott
Walt Disney
Harriet Tubman

Mary Kay Ash
Thomas Edison
Booker T. Washington

George Washington Carver
Nathaniel Hawthorne
Babe Didrikson Zaharias

Your public or college library is a great source of books & tapes on service, sales, & management. Blockbuster even carries some sales and motivational tapes these days.

"A genius is a talented person who does his homework."--Thomas Edison