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ADDITIONAL RESOURCES

General Management/Leadership

- [Zingerman's Guide to Good Leading, Part 1; A Lapsed Anarchist's Approach to Building a Great Business](#), Ari Weinzweig
- [Zingerman's Guide to Good Leading, Part 2; A Lapsed Anarchist's Approach to Being a Better Leader](#), Ari Weinzweig
- [Zingerman's Guide to Good Leading, Part 3; A Lapsed Anarchist's Approach to Managing Ourselves](#), Ari Weinzweig
- [Zingerman's Guide to Good Leading, Part 4; A Lapsed Anarchist's Approach to The Power of Beliefs in Business](#), Ari Weinzweig
- [Great Communication Secrets of Great Leaders](#), John Baldoni
- [On Becoming A Leader](#), Warren Bennis
- [The Empowered Manager](#), Peter Block
- [First, Break all the Rules, Now, Discover Your Strengths](#), Marcus Buckingham et al.
- [Finish Big](#), Bo Burlingham
- [Small Giants](#), Bo Burlingham
- [Contagious Culture](#), Anese Cavanaugh (www.iep.io)
- [The Little Book of Bootism](#), Anese Cavanaugh (www.iep.io)
- [Peak: How Great Companies Get Their Mojo from Maslow](#), Chip Conley
- [Whole-Scale Change: Unleashing the Magic in Organizations](#), Dannemiller Tyson Assoc.
- [Leadership is An Art](#), [Leadership Jazz](#), [Leading Without Power](#), Max DePree
- [Management, The Effective Executive, Management Challenges for the 21st Century](#), Peter Drucker
- [Using the Power of Purpose](#), Dean E. Tucker
- [The Case for Servant Leadership](#), Kent M. Keith
- [Servant Leadership](#), Robert Greenleaf
- [The Organization of the Future](#), The Drucker Foundation
- [Growing a Business](#), Paul Hawken
- [Hymns to an Unknown God](#), Sam Keen
- [Confidence: How Winning Streaks and Losing Streaks Begin and End](#), Rosabeth Moss Kanter
- [Organizational Culture and Leadership](#), Edgar Schein
- [How to Be a Positive Leader](#), Gretchen Spreitzer
- [What to Say When Things Get Tough](#), Leonard S. Greenberger

Vision

- [Stewardship](#), Peter Block
- [Writing Down the Bones](#), Natalie Goldberg
- [The Corporate Mystic](#), Gay Hendricks & Kate Ludeman
- [Sacred Hoops](#), Phil Jackson
- [Visionary Leadership](#), Burt Nanus (on developing a vision)
- [The Visionary Leader](#), Bob Wall, et al. (on mission statements)
- [Where Good Ideas Come From: The Natural History of Innovation](#), Steven Johnson
- [The Artist's Way](#), Julia Cameron (on creativity)
- [Ignore Everybody](#), Hugh MacLeod (on creativity)
- [If You Want to Write](#), Brenda Ueland (on writing)

Budgeting/Finance

- [Financial Intelligence, Financial Intelligence for Entrepreneurs](#), Karen Berman & Joe Knight w/John Case
- [The Great Game of Business, A Stake in the Outcome](#), Jack Stack

Meetings and Work Groups

- [The Wisdom of Teams](#), Jon R. Katzenbach & Douglas K. Smith
- [Making Meetings Work](#), John Tropicman

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ADDITIONAL RESOURCES

- Great Meetings! Great Results, Dee Kelsey

Life and Learning

- Life and Work, On Love and Profit, James Autry
- Transformed!, Dr. Judith Wright & Dr. Bob Wright

Getting Started

- Building a Business the Buddhist Way: A Practitioner's Guidebook, Geri Larkin
- Starting a Small Restaurant, Daniel Miller
- The Young Entrepreneur's Guide to Starting and Running a Business, Steve Mariotti
- Gourmet-to-Go: Guide to Owning & Operating a Specialty Food Store, Robert Wemischner & Karen Karp

Customer Service

- Zingerman's Guide to Giving Great Service, Ari Weinzwieg
- Zingerman's 3 Steps to Giving Great Service, Training DVD available at www.zingtrain.com
- Zingerman's 5 Steps to Handling Complaints, Training DVD available at www.zingtrain.com
- Selling the Invisible, Harry Beckwith
- A Practical Handbook for the Actor, Melissa Bruder, et al.
- Setting the Table: The Transforming Power of Hospitality in Business, Danny Meyer
- The Ultimate Question, The Loyalty Effect, Fred Reichheld

Training

- The Learning Alliance, Robert O. Brinkerhoff & Stephen J. Gill
- Managers Pocket Guide to Organizational Learning, Stephen Gill

Merchandising/Marketing

- Words that Sell, Richard Bayan
- Silent Selling, Judith Bell
- Color - Messages & Meanings: A PANTONE Color Resource, Leatrice Eiseman
- Little Red Book of Selling, Jeffrey Gitomer
- Free Prize Inside, Purple Cow, Seth Godin
- Guerrilla Marketing (there's a whole series of "Guerrilla" books), Jay Levinson
- How to Write Powerful Catalog Copy, Herschell Gordon Lewis
- Graphic Design Cookbook, Leonard Koren & R. W. Mecklen
- Signs that Sell, Sonja Larsen (1-800-874-4648)
- Buzz: Harness the Power of Influence and Create Demand, Marian Salzman, et al.
- The New Positioning, Differentiate or Die!, Jack Trout
- Why We Buy: The Science of Shopping, Call of the Mall, Paco Underhill
- The Non-Designer's Design Book, Robin Williams
- Successful Newsletters or Magazines, Cheryl Woodard
- Differentiate Or Die, Jack Trout

Business Periodicals & Columns by Zingerman's Authors

- Inc. Magazine, Fast Company, Harvard Business Review
- The Educated Retailers' Guide, Ari Weinzwieg, *Specialty Food*
- Staff Training, Maggie Bayless, *Gourmet Retailer*