

Read On

When you don't know what to do next, tap into others' experiences.

by ERIN CASEY

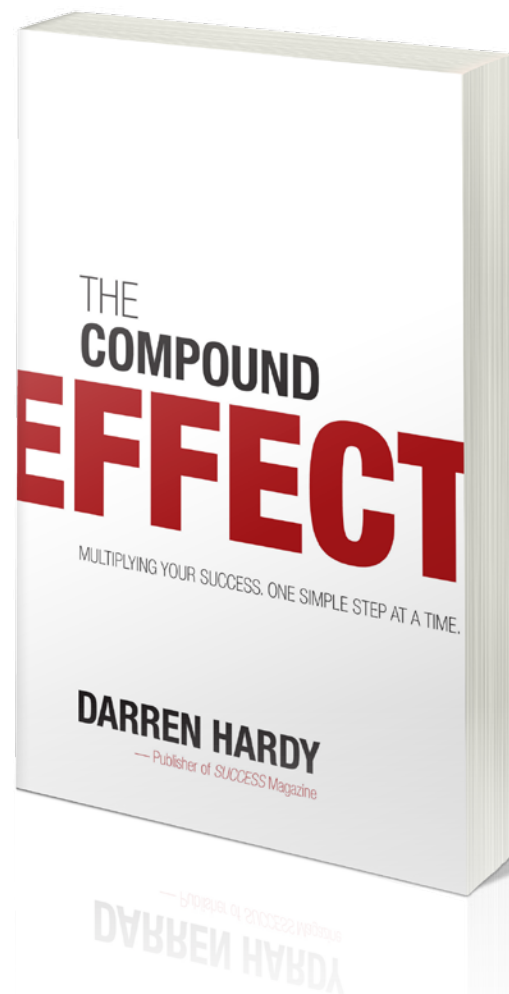
Obstacles come in a variety of forms. Some roadblocks we encounter are physical, while other challenges arise because of a lack of information. But too many times, the difficulties we face are due to the limitations we set on ourselves. When you come to a roadblock—or better yet, *before* you encounter an impasse, read and learn from those who've gone before you. Through real-life examples, business insights and some old-fashioned common sense, the titles on the bookshelf this month will equip you to overcome the obstacles in your path, and perhaps, avoid a few of them altogether.

The Compound Effect: Multiplying Your Success One Simple Step at a Time

by Darren Hardy
SUCCESS Books, 2010

According to *SUCCESS* Publisher Darren Hardy, creating the life of your dreams doesn't have to be difficult, but it does require time, consistent effort and an understanding of the *compound effect*—the operating system that is running your life, for better or for worse, whether you know it or not. In his latest book, Hardy explains that the outcomes of choices you make every day compound over time to design your destiny. The good news is you get to choose.

Forgoing fluff, *The Compound Effect* instead relies heavily—if not exclusively—on the fundamentals. Hardy shares hard-earned wisdom about the importance of personal responsibility, how to develop good habits and painlessly ditch bad habits and how to build and maintain momentum. He outlines the six simple strategies he's used to create success in his own life and explains how to apply them to your life to achieve similar



results. In addition to sharing personal stories, Hardy relates lessons he's learned during his many one-on-one interviews with some of this era's thought leaders and superachievers.

Accompanying the book is online access to a number of downloadable tools that help readers put what they've read into practice.

Noteworthy Quote:

“No matter what you learn, what strategy or tactic you employ, success comes as the result of the Compound Effect.”

A few things you'll learn from this book:

- The No. 1 strategy to achieve any goal and beat any competitor
- How to get yourself to do things you don't feel like doing
- The success secrets of superachievers

Obstacles Welcome: How to Turn Adversity into Advantage in Business and in Life

by Ralph de la Vega
Thomas Nelson Inc., 2009

In *Obstacles Welcome*, Ralph de la Vega shares how he has turned adversity to advantage, both in his personal and professional life as CEO of AT&T Mobility and Consumer Markets. He began as a teen immigrant from Cuba, facing one challenge after another. As a result, de la Vega developed a viewpoint that not only acknowledges adversity, but embraces it as a catalyst for incredible success.



Noteworthy Quote:

“There is no such thing as an ordinary day when nothing happens—unless we choose to overlook or avoid that day’s inherent possibilities.”

A few things you’ll learn from this book:

- How to identify opportunities
- How unlearning and relearning are important parts of success
- How to transform your vision into gratifying results



Leap!: 101 Ways to Grow Your Business

by Stephanie Chandler
Career Press, 2009

Instead of enjoying the freedom and flexibility that are supposedly perks of being the boss, too many entrepreneurs feel like slaves to their businesses. To turn the corner from struggling to soaring, Stephanie Chandler explains that you have to LEAP: leverage, execute, accelerate and prosper.

Noteworthy Quote:

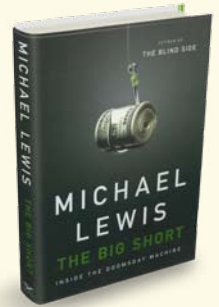
“The beauty of establishing a vision for the future of your company is that it’s all yours. You can make it as big or as small as you want.”

A few things you’ll learn from this book:

- How to build a business you can work *on* rather than *in*
- Tips for managing your business’s money more effectively
- Strategies to increase sales and revenue

THIS MONTH'S SUCCESS BEST-SELLERS

➤ Experts agree that achievers are avid readers. Here are the top 10 self-help best-sellers to help you boost your productivity, further your education and achieve your goals.



The Big Short: Inside the Doomsday Machine

by Michael Lewis
(W.W. Norton & Company)

Payback Time: Making Big Money Is the Best Revenge!

by Phil Town
(Crown Business)

StrengthsFinder 2.0: A New and Upgraded Edition of the Online Test from Gallup's Now, Discover Your Strengths

by Tom Rath
(Gallup Press)

Switch: How to Change Things When Change Is Hard

by Chip Heath and Dan Heath
(Broadway Business)

Have a Little Faith: A True Story

by Mitch Albom
(Hyperion Books)

Blink: The Power of Thinking Without Thinking

by Malcolm Gladwell
(Back Bay Books)

Freakonomics: A Rogue Economist Explores the Hidden Side of Everything

by Steven D. Levitt and Stephen J. Dubner
(Harper Perennial)

Rework

by Jason Fried and David Hanson
(Crown Business)

No One Would Listen: A True Financial Thriller

by Harry Markopolos
(John Wiley and Sons)

The Total Money Makeover: A Proven Plan for Financial Fitness

by Dave Ramsey
(Thomas Nelson)

See a complete list of **SUCCESS** best-sellers

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