

# Only the Best

Discover how to get the most from yourself, your team, your career and your money.

**W**oodrow Wilson once said, “I not only use all the brains that I have, but all that I can borrow.” Reading allows us to draw on others’ wisdom and view the world from a variety of perspectives. To use all the brains that you can borrow, gather information through reading and then evaluate what you learn. The education—and the process—will surely help you improve your life.

## See You at the Top—25th Anniversary Edition

by Zig Ziglar

(Pelican Publishing Company, 2000)

*See You at the Top* is a timeless classic with a message for anyone interested in getting more out of life, professionally and personally. In this 25th anniversary edition, published in 2000, Zig Ziglar offers an updated look at self-image, relationships, attitude, work, goals and desire. He shows readers how to discover who they are and how to tap their potential to get more from their lives.

The book’s 384 pages are packed with jewels of common sense that so many of us forget on our journeys to establishing ourselves personally and professionally. Ziglar opens with this truth: “Your success and your happiness start with you.” From there, he explores what it takes to see yourself and others clearly, build joyful and fruitful relationships, and help others reach their goals while also reaching your own.

Perhaps the most interesting aspect of the book is its emphasis on personal responsibility. Whether discussing



building a healthy self-image, improving a relationship, setting goals or breaking bad habits, Ziglar puts the onus and outcome directly on the readers’ shoulders. If you want to earn that raise, lose the weight, stop smoking or regain your spouse’s trust, it all starts with you. Ziglar’s solution is simple: Establish daily and long-range goals. Make them specific. Keep your goals in sight. —K.C. Barlow

## High Trust Selling: Make More Money in Less Time with Less Stress

by Todd M. Duncan,

(Thomas Nelson, Inc., 2002)

High-trust salespeople understand selling isn’t simply about closing a sale; it’s deeper than that. *High Trust Selling* author Todd M. Duncan lays the foundation for building a sales career based on purpose. He explains the need to focus on customer needs, as well as the critical nature of courtship and service that leads to long-lasting, trusting business relationships.

“If you are careful to apply the concepts of high-trust selling and the 14 ‘Laws’ described in this book that govern selling success, your sales business will do more than merely improve—it will explode,” Duncan writes. That’s a bold statement, but because of the results he’s seen in his own career, as well as in the lives of those he’s trained, it’s a promise he is comfortable making.

Written in an easy-to-understand text, *High Trust Selling* is a quick read loaded with anecdotes and actionable tips

for salespeople and managers. Duncan walks readers through the broad, foundational why questions pertinent to every salesperson's career, including how to use personal purpose to accelerate long-term success. He also details the hallmarks of high-trust prospect interviews and gives examples of high-impact openings and questions designed to gather the right kind of information. The information he provides equips readers with phrasing tips on how and when to ask for a prospect's business, as well as what to say and do next, including managing objections. —Beth Douglass Silcox



### Start Over, Finish Rich: 10 Steps to Get You Back on Track in 2010

by David Bach  
(Broadway Books, 2009)

During recent months, we've watched in dismay as the value of our homes and investments dwindled, credit limits dried up and millions of people fell into dire financial straits as the jobless rate climbed. If there were ever a time to start over financially, it's now, says financial advisor and best-selling author David Bach in his latest book, *Start Over, Finish Rich*.



Bach offers hope by reminding us that economic busts are traditionally followed by booms. He explains that it's necessary to position yourself now so you can take advantage of the gains likely in the coming months and years. The detailed 10-step plan he provides equips readers to regain financial stability and security.

Bach compiles many of his tried-and-true techniques, such as finding your Latte Factor®, automating your finances and the importance of paying yourself

first. But Bach fans also will pick up new tidbits and up-to-date insights on how to better handle their money. He offers a variety of resources and worksheets, both in the book and on its Web site, to help readers get organized, pay down debt and take control of their money. In addition, the book provides explanations of new laws for credit card companies and information relevant to investing, spending and saving in the current economy. —Erin Casey

## 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.

### 1 Have a Little Faith: A True Story

by Mitch Albom  
(Hyperion Books)

### 2 Freakonomics: A Rogue Economist Explores the Hidden Side of Everything

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

### 3 Total Money Makeover

by Dave Ramsey  
(Thomas Nelson)

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

by Tom Rath  
(Gallup Press)

### 5 Blink: The Power of Thinking Without Thinking

by Malcolm Gladwell  
(Back Bay Books)

### 6 The Last Lecture

by Randy Pausch  
(Hyperion Books)

### 7 Jim Cramer's Getting Back to Even

by Jim Cramer with Cliff Mason  
(Simon & Schuster)

### 8 Reinventing the Body, Resurrecting the Soul: How to Create a New You

by Deepak Chopra  
(Harmony)

### 9 Good to Great: Why Some Companies Make the Leap and Others Don't

by Jim Collins  
(Harper Business)



### 10 The Seven Habits of Highly Effective People

by Stephen R. Covey  
(Free Press)

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