

Starting Within

Change, leadership and success all begin with an internal desire for something better.

Samuel Clemens said, “The man who does not read good books has no advantage over the man who can’t read them.” If you are seeking an edge over your competition, or for a way to improve your business and your life, add reading at least one of the following books to your to-do list.

The Magic of Thinking Big

by David Schwartz
(Fireside, 1997)

The premise of David J. Schwartz’s *The Magic of Thinking Big* is simple: We are the product of the thinking that surrounds us. But Schwartz saw no need for individuals to resign themselves

to their surroundings and other people’s ways of thinking. “When you believe I-can-do-it, the how-to-do-it develops,” he writes.

The self-confidence to strive for a better you is the essence of Schwartz’s methodology, a theme that holds true for today’s readers. Taming those nagging, dissenting voices, whether they are family members, friends, colleagues, bosses, or perhaps even yourself, is as much a challenge today as it ever was.

Schwartz instructs readers on how to isolate and squelch fear, how to take prompt and decisive action, cast “excusitis” to the wayside and properly package themselves to get the reactions they seek from others. He outlines confidence boosters such as sitting up front in a meeting, making eye contact, walking 25 percent faster, speaking up and smiling. Schwartz also promotes adopting a “Big Thinker” vocabulary of positive, cheerful words that describe how you feel and offering encouragement to others.

Immensely popular in its day, *The Magic of Thinking Big* is a classic in the personal-development genre. Goal-setting and life-mapping workshops often use this book as curriculum to help participants expand their thinking. The dense text makes this a book better for savoring than speed-reading, and there are some outdated anecdotes and gender stereotypes typical of the late 1950s. But this classic title continues to yield inspirational and motivational jewels to modern readers.

—Beth Douglass Silcox

Luck by Design: Certain Success in an Uncertain World

by Richard E. Goldman
(Morgan James Publishing, 2009)

Do you have the courage to create your own destiny? This thought-provoking question is one of several that author

