

Athena's Little Black Book

a list of our favorite books

The following books are some of the best and most enlightening books available on topics of marketing and life (like there's a difference). All of these are available on Audible.com, and can be easily downloaded to your MP3 player or streamed online. And of course, they can be picked up at the bookstore, too.

THE EXPERIENCE ECONOMY

B. JOSEPH PINE II AND JAMES H. GILMORE

You are what you charge for. And if you're competing solely on the basis of price, then you've been commoditized, offering little or no true differentiation. What would your customers really value? Better yet, for what would they pay a premium? Experiences.

The curtain is about to rise, say Pine and Gilmore, on the Experience Economy, a new economic era in which every business is a stage, and companies must design memorable events for which they charge admission. With The Experience Economy,

Pine and Gilmore explore how successful companies, using goods as props and services as the stage, create experiences that engage customers in an inherently personal way. Why does a cup of coffee cost more at a trendy café than it does at the corner diner or when brewed at home? It's the value that the experience holds for the individual that determines the worth of the offering and the work of the business. From online communities to airport parking, the authors draw from a rich and varied mix of examples that showcase businesses in the midst of creating engaging experiences for both consumers and corporate customers.

The Experience Economy marks the debut of an insightful, highly original, and yet eminently practical approach for companies to script and stage compelling experiences. In doing so, all workers become actors, intentionally creating specific effects for their customers. And it's the experiences they stage that create memorable, and lasting, impressions that ultimately create transformations within individuals. Make no mistake, say Pine and Gilmore: goods and services are no longer enough. Experiences are the foundation for future economic growth, and The Experience Economy is the playbook from which managers can begin to direct new performances.

THE SECRET

RHONDA BYRNE

It has been passed down through the ages, highly coveted, hidden, lost, stolen, and bought for vast sums of money. Fragments of this Great Secret have been found in the oral traditions, in literature, in religions and philosophies throughout the centuries. It has been understood by some of the most prominent people in history: Plato, Galileo, Beethoven, Edison, Carnegie, and Einstein, along with other renowned inventors, theologians, scientists, and great thinkers.

For the first time, all the pieces of the Secret come



together in an incredible revelation that will be life transforming for all who experience it.

In this audiobook you will discover the Secret, and you will learn how to have, do, or be anything you want. You will learn how to use the Secret in every area of your life. You will hear from modern-day teachers - men and women who have used the Secret to achieve health, prosperity, relationships, and happiness. They share their incredible stories of using the Secret to eradicate disease, acquire massive wealth, overcome obstacles, and achieve what many would regard as impossible. Through them, you will begin to understand the hidden, untapped power that is within you, and the true magnificence that awaits you.

SELLING THE INVISIBLE

HARRY BECKWITH

In order to market effectively, you must learn how to sell something you can't even see - services. Millions of people work in, and depend upon, America's "service economy." This useful guide tells you how to sell your company's services, as well as how to develop them and help them grow. Ace marketing man Harry Beckwith put his 25 years of experience to use to develop hundreds of quick, practical, and easy-to-remember strategies that will help you master this crucial branch of marketing.

BLINK

MALCOLM GLADWELL

In his landmark best seller *The Tipping Point*, Malcolm Gladwell redefined how we understand the world around us. Now, in *Blink*, he revolutionizes the way we understand the world within. *Blink* is a book about how we think without thinking, about choices that seem to be made in an instant, in the blink of an eye, that actually aren't as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and

win, while others end up stumbling into error? How do our brains really work, in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others?

In *Blink* we meet the psychologist who has learned to predict whether a marriage will last, based on a few minutes of observing a couple; the tennis coach who knows when a player will double-fault before the racket even makes contact with the ball; the antiquities experts who recognize a fake at a glance. Here, too, are great failures of "blink": the election of Warren Harding; "New Coke"; and the shooting of Amadou Diallo by police. *Blink* reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing", filtering the very few factors that matter from an overwhelming number of variables.

Drawing on cutting-edge neuroscience and psychology and displaying all of the brilliance that made *The Tipping Point* a classic, *Blink* changes the way you understand every decision you make. Never again will you think about thinking the same way.

50 SUCCESS CLASSICS

RICHARD DAVIDSON

Discover the books that have already enriched millions. This unabridged guide to the literature of prosperity and motivation surveys 50 of the all-time classics, giving you their key ideas, insights, and applications, everything you need to know to start benefiting from these legendary works.

From rags-to-riches stories of such entrepreneurs as Carnegie, Buffett, and Walton, to master motivators like Zig Ziglar, Brian Tracy, and Napoleon Hill, to such contemporary business blockbusters as Jack Welch, Spencer Johnson, and Robert Kiyosaki,



saki, these are the leaders and pioneers who have helped generations of readers unleash their potential and discover the secrets of success.

As you are introduced to landmark works ranging from the classic (*Acres of Diamonds*, *The Science of Getting Rich*, *The Way to Wealth*) to the current (*Good to Great*, *The Millionaire Mind*) you will: Profit from the lessons of business legends. Explore the spiritual and financial road to wealth. Gain powerful insights into success secrets in life and work. Uncover the strength of the spirit that infuses inspirational tales of personal triumph. *50 Success Classics* is a must for any listener working towards personal and financial success.

TODAY MATTERS

JOHN C. MAXWELL

Lots of books claim they can change your life. But how many actually teach you how to take the many small steps that lead to success each and every day of your life? Now in *Today Matters*, motivational teacher and best-selling author John C. Maxwell shows you how to seize the day. In this hands-on and inspiring guide he offers twelve daily practices to help you control your daily agenda, make time for people you love, and find success in your career. There's a great time to begin a more successful life. It's called today.

THE FIFTH DISCIPLINE

PETER M. SENGE

Peter Senge's groundbreaking ideas on building organizations have made him a household name among corporate managers. His theories help businesses to clarify their goals, to defy the odds, to more clearly understand threats, and to recognize new opportunities. He introduces managers to a new source of competitive advantage, and offers a marvelously empowering approach to work.

Mastery of Senge's five disciplines enables manag-

ers to overcome their obstacles to growth and creates brave new futures for them and their companies. The five disciplines are drawn from science, spiritual wisdom, psychology, the cutting edge of management thought, and Senge's own work with top corporations that employ his methods. Listening to *The Fifth Discipline* provides a searching personal experience and a dramatic professional shift of mind.

IT'S NEVER CROWDED ALONG THE EXTRA MILE

DR. WAYNE W. DYER

Recorded live at the Miraval Life in Balance Resort and Spa in Arizona, this lecture features Dr. Wayne W. Dyer as he shares what it's like to go the extra mile and lead a deeper, fuller life. Drawing upon the lessons of great teachers such as St. Francis of Assisi, Viktor Frankl, Jesus Christ, Nelson Mandela, Mother Teresa, and Buddha, Dr. Dyer helps you discover that you can achieve true inner peace and success by integrating ten powerful "secrets" into your life that can transform your everyday existence into a path for spiritual enlightenment.

Dr. Dyer goes on to demonstrate the same meditation technique (Japa) that he himself has used for years to make conscious contact with a higher power. He provides real-life tools that can help you improve the way you relate to others and yourself.

THE INVISIBLE TOUCH: THE FOUR KEYS TO MODERN MARKETING

HARRY BECKWITH

Harry Beckwith, the author of *Selling the Invisible*, is back with a treasury of quick, practical, and entertaining strategies for attracting and keeping clients by using *The Invisible Touch*. Service businesses sell something that cannot be seen or heard; they sell an experience. For that experience to be exceptional, these companies need to understand their clients. Beckwith applies the study of human



nature to the world of business, and the result is a thorough, informative, and easily implemented marketing plan.

WHAT CLIENTS LOVE

HARRY BECKWITH

Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd - and sell anything to anyone.

From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to:

- Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd.
- Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home.
- Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street.
- Dress Julia Roberts. Why one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school.

FREE PRIZE INSIDE! & PURPLE COW

SETH GODIN

Remember when cereal came with a free prize inside? Even if you already liked the cereal, it was the free prize, something small yet precious, that made it irresistible.

In *Free Prize Inside!*, Seth Godin shows how you can make your customers feel that way about your product or service, whatever it is. *Free Prize Inside!* is jammed with practical ideas you can use right now to create something remarkable. Something irresistible. Something that markets itself. Cows, after you've seen one or two or 10, are boring. A Purple Cow, though...now that would be something. *Purple Cow* describes something phenomenal, something counterintuitive and exciting and flat-out unbelievable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.

UNLEASHING THE IDEAVIRUS

SETH GODIN

Counter to traditional marketing wisdom, which tries to count, measure, and manipulate the spread of information, Seth Godin argues that information can spread most effectively from customer to customer, rather than from business to customer. Godin calls this powerful customer-to-customer dialogue the ideavirus. In *Unleashing the Ideavirus*, Godin examines how companies like Napster and Hotmail have successfully launched ideaviruses. He offers a recipe for creating your own ideavirus, and shows how businesses can use ideavirus marketing to succeed in a world that doesn't want to hear it anymore from traditional marketers.