



sooner or later in his or her career is the area of change. Before the close of the last century, we were blessed with another No. 1 bestseller that asked us if we

were mice or men (of course women, too). *Who Moved My Cheese?*

reminds us that even though we humans are supposed to have the most superior thinking processes, the two mice in the story “outrun” us to find the solution to an alarming problem. The book is a great little parable that really shows us that the pain of not changing can be far greater than actual change itself.

Several companies I have relationships with made this book required reading for their staff as I did with my staff. The meeting we had after everyone had finished was quite an eye opener, as several realized they weren’t the immediate embracers of change they thought they were. The hilarious part of the discussion was the examples they told on each other as they remembered the attitudes that popped up when I wanted to initiate a change in the company. When it comes to the need for change, this book can really ease the pain.

## Marketing

During one of my monthly tours through my local Barnes & Noble, I noticed a very plain dust jacket on a business book. The title was in big black letters and not very attractive. The thing that caught my eye was an endorsement

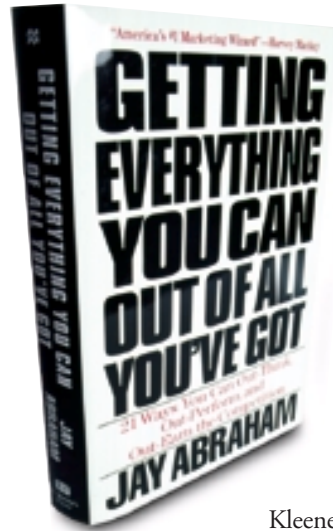
in little bitty red letters on the top edge, just above the title. It read, “Americas #1 Marketing Wizard—Harvey Mackay.”

Now Mackay’s endorsement alone should have been enough to convince me to buy, but having a graphic arts background, I was more inclined to judge this book by its cover and I didn’t buy it. The book, by the way, was titled *Getting Everything You Can Out of All You’ve Got*. Months later I received an email about a marketing consultant named Jay Abraham. The info basically introduced him as a consultant that charges \$5,000 an hour and guarantees results. Some of his weekend seminars cost as much as \$25,000, and his list of clients is pretty impressive. After reading this, it was off to Barnes & Noble again, because another thing I remembered besides seeing Harvey Mackay’s name on the cover was the author’s name. It was the one and only Jay Abraham.

Whether you are a small business or a *Fortune 500* candidate, Abraham’s principles are basic and effective. I’m convinced that he has so many excellent ideas that can completely revolutionize any company that it would take several years to implement them all.

A friend of mine who has an MBA gave me a book that helped me understand marketing as a whole. It was a small but powerful book in understanding why we buy what we buy. The title says it all: *The 22 Immutable Laws of Marketing: Violate Them At Your Own Risk*.

I’ll never forget the first law because I’ve had to share it several times with people that



thought they had a great business idea. Law No. 1 says, “It’s better to be first than it is to be better.” The message of the book helps you to understand that products and their names have the ability to own a place in the mind of consumers. For example, when I say facial tissue do you think

Kleenex? If you do, it’s because

Kleenex owns the facial tissue slot in your brain as it does for the majority of Americans. Even if you see a box of Scott facial tissues, you’ll still say, “hand me a Kleenex.” Authors Al Ries and Jack Trout take you through each law and give great examples as to why some products have become household names and others never made into the house.

## Customer service

In the mid ’90s, Ken Blanchard and Sheldon Bowles gave us a picture of how we all could turn our customers into *Raving Fans—A Revolutionary Approach to Customer Service*. Even though this book was the first part of a trilogy, it’s still my favorite. Written again in a parable style, this book ignites your imagination to begin visualizing

what your business could become with just a little creativity. Each business you visit teaches you to “decide, discover and deliver” the key elements that actually create customers that become “raving fans.” What a place this business world would be if every company we interact with would pick up the underlying motto of this book that loudly declares, “satisfied customers

