Non-Fiction Books In Order

1. How to Become a Marketing Superstar: Unexpected Rules That Ring the Cash Register – 1900
2. How to Become CEO: The Rules for Rising to the Top of Any Organization – 1998
3. How to Become a Rainmaker: The Rules for Getting and Keeping Customers and Clients – 2000
4. Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job – 2001
5. How to Become a Great Boss: The Rules for Getting and Keeping the Best Employees – 2002
6. How to Make Big Money in Your Own Small Business: Unexpected Rules Every Small Business Owner Needs to Know – 2004
7. The Dollarization Discipline: How Smart Companies Create Customer Value...and Profit from It – 2004
8. Secrets of Great Rainmakers: The Keys to Success and Wealth – 2004
9. How to Get to the Top: Business Lessons Learned at the Dinner Table – 2007
10. Rain: What a Paperboy Learned about Business – 2009
11. How to Be a Fierce Competitor: What Winning Companies and Great Managers Do in Tough Times (With: Charles Fox) – 2010
12. The Transformative CEO: IMPACT LESSONS FROM INDUSTRY GAME CHANGERS (With: Robert Reiss) – 2012

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