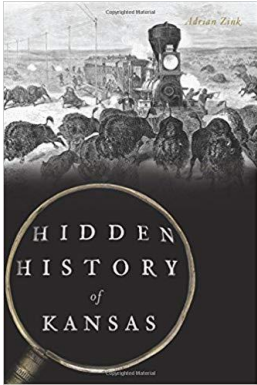

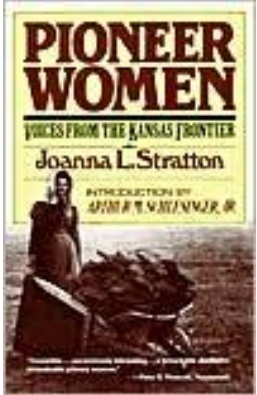


## Kansas Destination Specialist Approved Reading List

**Requirements:** A minimum of one book from each category (Kansas, Marketing and Leadership) must be submitted using the required book report form. After committee approval, members will be notified of remaining points/books necessary to obtain KDS designation. For renewing KDS, you may opt to read any book from any category as one of two requirements for renewal. Any book used at the Kansas Tourism Conference can also be read for a report.

### Category One: Kansas

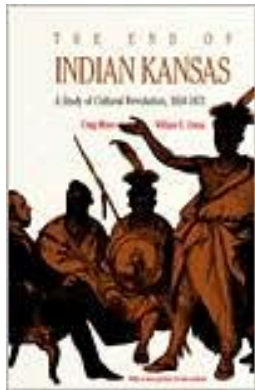
	<p><b>Hidden History of Kansas</b> <b>Author: Adrian Zink</b></p> <p>Kansas' storied past is filled with fascinating firsts, humorous coincidences and intriguing characters. A man who had survived a murderous proslavery massacre in 1858 hanged his would-be executioner five years later. A wealthy Frenchman utilized his utopian ideals to create an award-winning silk-producing commune in Franklin County. A young boy's amputated arm led to the rise of Sprint Corporation. The first victim of the doomed Donner Party met her end in Kansas. In 1947, a housewife in Johnson County, indignant at the poor condition of the local school for black children, sparked school desegregation nationwide. Author and historian Adrian Zink digs deep into the Sunflower State's history to reveal these hidden and overlooked stories.</p>
	<p><b>Kansas Revisited: Historical Images &amp; Perspectives</b> <b>Author: Paul Steuwe</b></p> <p>This book offers Kansans an opportunity to reflect on their rich past through the writings of some of the best Kansas historians. Over these 150 years of struggle, failure, and triumph, many Kansans have developed a strong sense of place and a desire to better understand their state's history.... I hope that this third edition of <i>Kansas Revisited: Historical Images and Perspectives</i> will strengthen that desire to learn more about this state and illuminate the path to make the Kansas experience more meaningful.—from the preface by Paul K. Stuewe Paperback. 480 pages, 74 photographs and illustrations.</p>
	<p><b>Pioneer Women</b> <b>Author: Joanna L. Stratton</b></p> <p>From a rediscovered collection of priceless autobiographical accounts written by hundreds of pioneer women, Joanna Stratton has made a remarkable and widely celebrated book. Never before has there been such a detailed record of women's courage, such a living portrait of the women who civilized the American frontier. Here are their stories: wilderness mothers, schoolmarms, Indian squaws, immigrants, homesteaders, and circuit riders. Their personal recollections of prairie fires, locust plagues, cowboy shootouts, Indian raids, and blizzards on the plains vividly reveal the drama, danger and excitement of the pioneer experience.</p>

These were women of relentless determination, whose tenacity helped them to conquer loneliness and privation. Their work was the work of survival, it demanded as much from them as from their men — and at last that partnership has been recognized. "These voices are haunting" (New York Times Book Review), and they reveal the special heroism and industriousness of pioneer women as never before.

**The End of Indian Kansas: A Study of Cultural Revolution, 1854-1871**

**Author: Craig Miner and William Unrau**

When Kansas became a U.S. territory in 1854 literally all of its land area was guaranteed by treaty to Indians. More than 10,000 Kickapoos, Delawares, Sacs, Foxes, Shawnees, Potawatomis, Kansas, Ottawas, Wyandots, and Osages, not to mention a number of smaller tribes, inhabited Kansas. By 1875 there were only a couple of bands left.

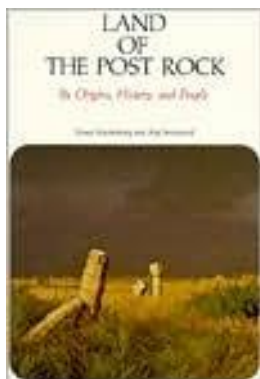


The forced removal of thousands of Indians from eastern Kansas between 1854 and 1871 affected more Indians and occupied more government time than the celebrated exploits of the military against the more warlike western tribes. In this volume Miner and Unrau show Kansas at midcentury to be a moral testing ground where the drama of Indian disinheritance was played out. They relate how railroad men, land speculators, and timber operations came to be firmly entrenched on Indian land in territorial Kansas. They examine remarkable incongruities in Indian policy, land policy, law, and administration, pointing to specific cases in which legal maneuvers by the federal government—within the framework of treaties, statutes, and executive pronouncements—helped to insure the pattern of tribal destruction.

Separate chapters deal with internal factionalism in the Indian tribes, the practice of government chief-making, and the "Indian Ring"—the sub rosa alliances influencing the treaty or sale process. The authors also include revealing portraits of the individuals, from territorial governors to railroad officials, who helped engineer the end of Indian Kansas. "There are no heroes in this narrative of fraud, corruption, and violence."

**Land of the Post Rock: Its Orgins, History and People**

**Author: Grace Muilenburg**



In north-central Kansas, where woodlands are sparse and prairies expansive, rows of creamy-buff, brown-striped stone fence posts grace the landscape. These stately posts are shaped from the native rock known as Fencepost limestone, or simply post rock. Now tourist attractions, the posts are also regional trademarks that bespeak the resourcefulness of early Kansas settlers.

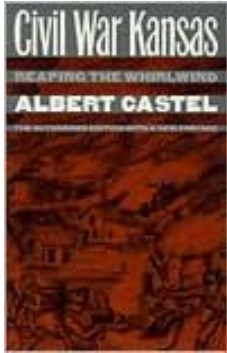
*Land of the Post Rock* is a story of north-central Kansas and its people, and their relationship to the post rock. The authors weave together regional geology, geography, and economics with local history and pioneer folklore to describe how post rock shaped the area's development. They

have recorded the story of a unique aspect of Mid-American heritage.

Post rock played a vital role as the central Kansas upland evolved from a treeless grassland to an area of cultivated farms. Obligated to find a substitute for post timber, early settlers began turning back the sod and splitting posts from the rock layer that for hundreds of centuries had lain dormant. The rock became a central factor in the development of that segment of the plains as dugouts and sod houses gave way to substantial dwellings constructed of stone.

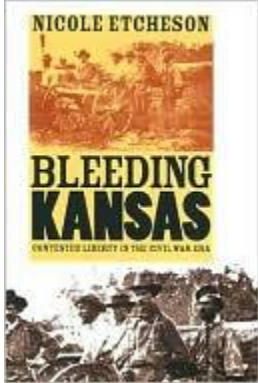
This book contains a generous amount of local oral history. The authors traveled the region collecting stories about the early settlers' dependence on post rock to survive on prairie homesteads. Here, too, is ethnic history. Details are provided on the backgrounds, talent, and personalities of the European immigrants who settled the area and used the rock.

Those who are curious about the physical nature of post rock and how it was formed will find answers in this book. The authors explain how the rock was quarried, how stone posts were set, and how post rock was prepared for buildings and other structures.



**Civil War Kansas: Reaping the Whirlwind**  
**Author: Albert E. Castel**

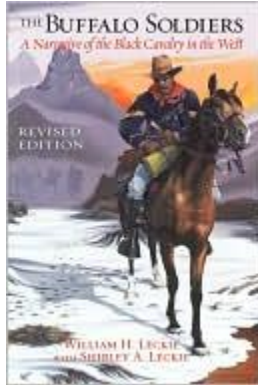
Civil War Kansas describes the political, military, social, and economic events of the state's first four years. Castel contributes to a better understanding of the Civil War in this region through a realistic presentation and analysis of the Kansas-Missouri border conflict, the operations of the Missouri guerrillas under Quantrill, and the Union and Confederate military campaigns in Missouri, Arkansas, the Indian Territory, and Kansas itself.



**Bleeding Kansas: Contested Liberty in the Civil War Era**  
**Author: Nichole Etcheson**

Bleeding Kansas is a gripping account of events and people-rabble-rousing Jim Lane, zealot John Brown, Sheriff Sam Jones, and others-that examines the social milieu of the settlers along with the political ideas they developed.

As Etcheson demonstrates, the struggle over the political liberties of whites may have heightened the turmoil but led eventually to a broadening of the definition of freedom to include blacks. Her insightful re-examination sheds new light on this era and is essential reading for anyone interested in the ideological origins of the Civil War.

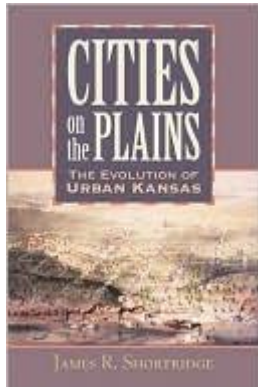


## **The Buffalo Soldiers: A Narrative of the Black Cavalry in the West**

**Author: William Leckie and Shirley Leckie**

Originally published in 1967, William H. Leckie's *The Buffalo Soldiers* was the first book of its kind to recognize the importance of African American units in the conquest of the West. In this revised edition, the authors further explore the lives of buffalo soldiers in the Ninth and Tenth Cavalry Regiments, showing that they were increasingly confident in their fighting ability and, above all, determined to prove themselves worthy of their newly entitled citizenship.

Written in accessible prose that includes a synthesis of recent scholarship, *The Buffalo Soldiers: A Narrative of the Black Cavalry in the West, Revised Edition* delves further into the social impact of being an African American soldier in the nineteenth century. This work also explores the experiences of the soldiers' families at frontier posts. In a new epilogue, the authors summarize developments in the lives of buffalo soldiers after the Indian Wars and discuss contemporary efforts to memorialize them in film, art, and architecture.



## **Cities on the Plains: The Evolution of Urban Kansas**

**Author: James R. Shortridge**

"A tour de force that shows how changing systems of production, transportation, and services have continually remade the fortunes of Kansas communities."—Carl Abbott, author of *The Metropolitan Frontier: Cities in the Modern American West*

A valuable book for anyone concerned with the historical evolution of urban systems generally and an absolutely essential book for anyone interested in the urban history of Kansas and the Great Plains."—John A. Jakle, author of *City Lights*.



## **Haunted Kansas: Ghost Stories and Other Eerie Tales**

**Author: Lisa Hefner Heitz**

Who's that? Is someone there? A whisper of air brushes your cheek. Then all is still. Maybe it was just the wind. Or maybe it wasn't. . . .

Maybe you've just been visited by the late Ida Day lurking in the basement of Hutchinson's public library or the widow Tarot staring forlornly from an upstairs window at Fort Scott, or the phantom Earl floating behind the scenes in Concordia's Brown Grand Theater. And maybe the horrific Albino Woman truly does haunt Topeka, turning romantic nights into nightmares. . . . maybe.

Pursuing the stories behind these and other spectral manifestations, Lisa Hefner Heitz has traveled the state in search of its ghostly folklore. What she has unearthed is a fascinating blend of oral histories, contemporary eye-witness accounts, and local legends. Creepy and chilling, sometimes

humorous, and always engaging, her book features tales about ghosts, poltergeists, spook lights, and a host of other restless spirits that haunt Kansas.

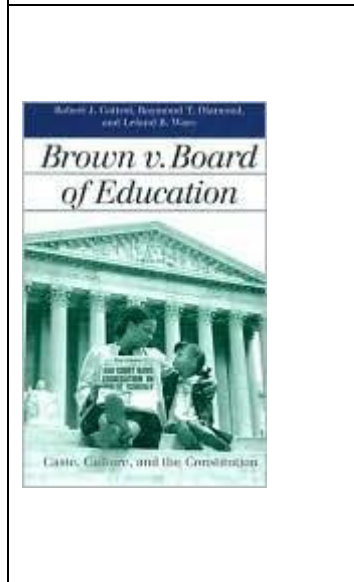
Heitz's spine-tingling collection of stories raps and taps and moans and groans through a wealth of descriptions of infamous Kansas phantoms, as well as disconcerting personal experiences related by former skeptics. Many of these ghosts, she shows, are notoriously linked to specific structures or locations, whether it is an eighteenth-century mansion in Atchison or a deep—some have claimed bottomless—pool near Ashland.

The evanescent apparitions of these tales have frightened and at times amused Kansans throughout the state's long history. Yet this is the first book to capture for posterity the lively antics of the state's ghostly denizens. Besides preserving a colorful and imaginative, if intangible, side of the state's popular heritage, Heitz supplies ghost-storytellers with ample hair-raising material for, well, eternity. Maybe that person breathing softly behind you has another such story to share. Oh, no one's there? Perhaps it really was just the breeze off the prairie.



**Why the West was Wild: A Contemporary Look at the Antics of Some Highly Publicized Cowtown Personalities**  
**Author: Nyle H. Miller and Joseph W. Snell**

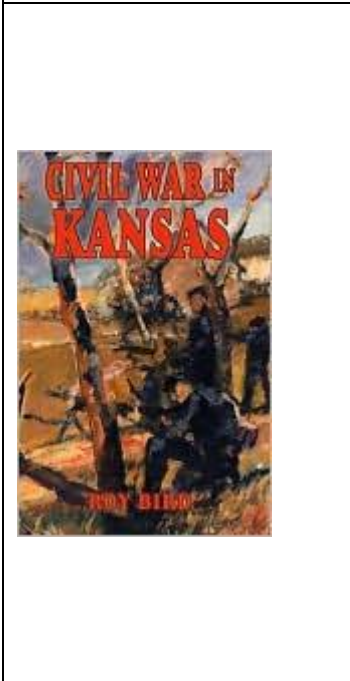
Nyle H. Miller and Joseph W. Snell's *Why the West Was Wild* is the unabridged and unsurpassed collection of material assembled on the famous and infamous personalities of Kansas cowtowns, including legendary figures such as "Wild Bill" Hickok, Bat Masterson, and Doc Holliday, and such locales as Abilene, Wichita, Caldwell, and Dodge City. First published by the Kansas State Historical Society, these portraits are based on research in newspapers, legal records, letters, and diaries contemporary to these legendary figures. This anniversary volume is the first complete edition to appear in forty years.



**Brown v. Board of Education: Caste, Culture and the Constitution**  
**Author: Robert J. Cottrol, Leland B. Ware and Raymond T. Diamond**

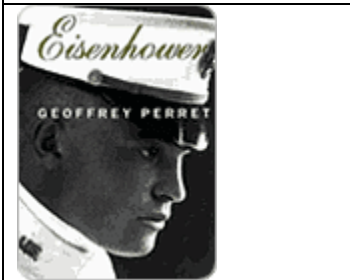
Before 1954, both law and custom mandated strict racial segregation throughout much of the nation. That began to change with *Brown v. Board of Education*, the landmark decision that overturned the pernicious "separate but equal" doctrine. In declaring that legally mandated school segregation was unconstitutional, the Supreme Court played a critical role in helping to dismantle America's own version of apartheid, Jim Crow. This new study of *Brown*—the title for a group of cases drawn from Kansas, Virginia, South Carolina, Delaware, and the District of Columbia—offers an insightful and original overview designed expressly for students and general readers. It is concise, up-to-date, highly readable, and very teachable. The authors, all recognized authorities on legal

history and civil rights law, do an admirable job of examining the fight for legal equality in its broad cultural and historical context. They convincingly show that Brown cannot be understood apart from the history of caste and exclusion in American society. That history antedated the very founding of the country and was supported by the nation's highest institutions, including the Supreme Court whose decision in Plessy v. Ferguson (1896) supported the notion of "separate but equal." Their book traces the lengthy court litigations, highlighting the pivotal role of the National Association for the Advancement of Colored People and including incisive portraits of key players, including co-plaintiff Oliver Brown, newly appointed Chief Justice Earl Warren, NAACP lawyer and future Supreme Court justice Thurgood Marshall, and Justice Felix Frankfurter, who recognized the crucial importance of a unanimous court decision and helped produce it. The authors simply but powerfully narrate their story and show that Brown not only changed the national equation of race and caste—it also changed our view of the Court's role in American life. As we prepare to commemorate the decision's fiftieth anniversary in May 2004, this book invites readers to appreciate the lasting importance of what was indisputably a landmark case. This book is part of the Landmark Law Cases and American Society series.



**Civil War in Kansas**  
**Author: Roy Bird and Michael Almond**

Even before the official start of the Civil War in 1861, Kansas saw violent fighting between proand antislavery factions, bushwhackers and Jayhawkers respectively, during the territory's bid for statehood. After war was declared, "Bleeding Kansas" became the battleground of local militias and guerrilla fighters. In *Civil War in Kansas*, historian Roy Bird examines the personalities involved in this violent era, including William Clarke Quantrill, Jim Lane, "Red Leg" Charles Jennison, and Gen. James Blunt. Born in Herington, Kansas, Roy Bird graduated from Kansas State University with a bachelor's and master's degree in history and received his master's in library science from Emporia State University. Bird currently works for the Kansas State Library and is an adjunct professor at Washburn University. He is also a regular contributor to *America's Civil War and Military History* and has his own monthly book-review column in *Kansas Libraries*. Bird lives with his wife and three children on a farm near Auburn, Kansas.

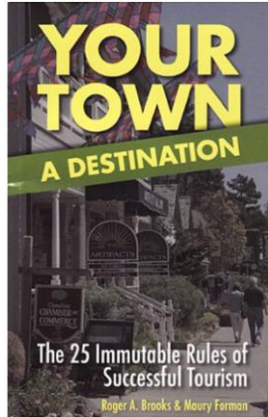


**Eisenhower**  
**Author: Geoffrey Perret**

This new, in-depth life of Eisenhower offers fresh perspectives, not only on World War II and the Korean War but also on the Cold War, the civil rights movement, McCarthyism, the U-2 crisis and Vietnam.

	<p><b>War to The Knife: Bleeding Kansas 1854-1961</b>  <b>Author: Thomas Goodrich</b></p> <p>Long before the secession crisis at Fort Sumter ignited the War between the States, men fought and died on the prairies of Kansas over the incendiary issue of slavery. Because the conflict soon spread east, events in “Bleeding Kansas” have largely been forgotten. But as historian Thomas Goodrich reveals in this compelling saga, what America's “first civil war” lacked in numbers, it more than made up for in ferocity.</p>
	<p><b>Race and Politics: “Bleeding Kansas” and the Coming of the Civil War</b>  <b>Author: James Rawley</b></p> <p>Race and Politics offers an analysis of the controversies that followed the repeal of the Missouri Compromise. The question of whether the still unsettled Kansas Territory should be slave or free divided the nation into hostile and ultimately irreconcilable camps, creating conditions that only civil war could resolve. The author demonstrates, however, that the fundamental issue was not slavery as such but <i>race</i>: whether the country, its egalitarian slogans notwithstanding, could tolerate the expansion of African Americans, slave or free.</p>
	<p><b>Kansas</b>  <b>Author: Craig Minor</b></p>
	<p><b>Bleeding Kansas</b>  <b>Author: Sarah Paretsky</b></p> <p>Set in the Kaw River Valley, where Paretsky grew up, Bleeding Kansas is the story of the Schapens and the Grelliers, two farm families whose histories have been entwined since the 1850s, when their ancestors settled the valley as antislavery immigrants.</p>

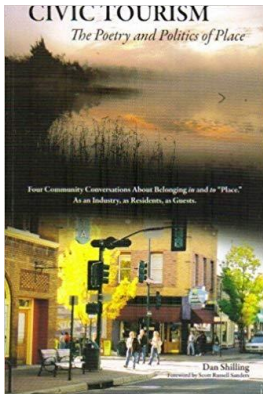
## Category Two: Marketing



### **Your Town: A Destination. The 25 Immutable Rules of Successful Tourism**

**Author: Roger Brooks**

Every business, non-profit organization, or local government is only as good as the community around them. In this beautiful 72-page full-color book, you'll learn the 25 immutable – or never changing – rules to helping your community become THE destination of choice. From “Success Begins with a Good Architect” to “Parking is NOT Just For Lovers” to “Sell the Rapids, Not the River,” this book is a must read for anyone who plays a role in making their town a better place to invest, live in, and visit. The senior economist of the prestigious Conference Board in New York called this the best book he has seen on the subject.



### **CIVIC TOURISM: The Poetry & Politics of Place**

**Author: Dan Shilling**

Tourism is one of the largest and fastest growing industries in the world, with tremendous potential to change the social, economic, and natural landscapes of every place it touches. In this new approach to travel, Dan Shilling encourages communities to "reframe" tourism's purpose, from an end to a means -- from a market-driven growth goal to a tool that can help the public preserve what they love about their place. Shilling encourages communities to ask, "Why do we do tourism?" Are the comings and goings of guests little more than a backdrop for a growth policy that pays slight attention to its costs and consequences? Or can you imagine tourism as an enabler of healthy place-making, as a means to provide the sense of purpose and connection more people seek?



### **Primal Branding**

**Author: Patrick Hanlon**

What is it that made Starbucks an overnight sensation and separated it from other coffee house companies? Why do many products with great product innovation, perfect locations, terrific customer experiences, even breakthrough advertising fail to get the same visceral traction in the marketplace as brands like Apple and Nike? Patrick Hanlon, senior advertising executive and founder of Thinktopia, decided to find the answers. His search revealed seven definable assets that together construct the belief system that lies behind every successful brand, whether it's a product, service, city, personality, social cause, or movement.

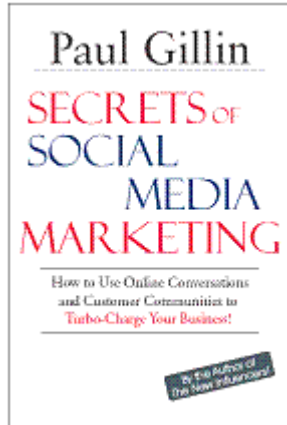




## **Don't Make Me Think: A Common Sense Approach to Web Usability**

**Author: Steve Krug**

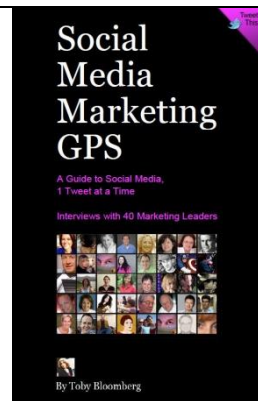
Web usability is something many developers don't think anything about, but if you don't think about usability your sites won't be usable. Steve Krug's book *Don't Make Me Think* doesn't force you to think about usability. Instead, it shows you, with pictures and humor how to make your Web sites better.



## **Secrets of Social Media Marketing**

**Author: Paul Gillin**

*Secrets of Social Media Marketing* is a handbook for marketers and business owners to use in deciding how to employ the new social media for online marketing. Social media has quickly moved from the periphery of marketing into the forefront, but this is a new and quickly-evolving field and there are few established formulas for success. Building on the lessons set out in Gillin's award-winning book, *The New Influencers: A Marketer's Guide to the New Social Media*, *Secrets* provides practical advice on strategy, tools, and tactics. It is a hands-on manual that will educate marketers on how to extend their brands, generate leads, and engage customer communities using online tools.

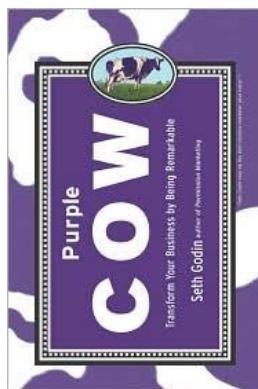


## **Social Media Marketing GPS (online book)**

<http://ht.ly/1Mh08>

**Author: Toby Bloomberg**

Based on Twitter interviews with 40 of the smartest people working in social media. The book begins with an explanation of why include social media and moves on to cover ethics, tactics, research, metric, branding, sponsored conversations, blogger relations and even a few case studies. Additional content wraps around each of the 12 chapters creating a process for you to use to develop your social media marketing plan.

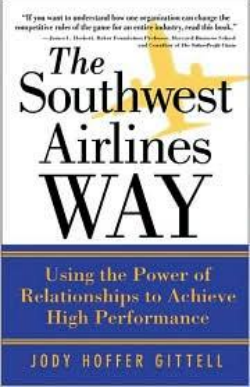
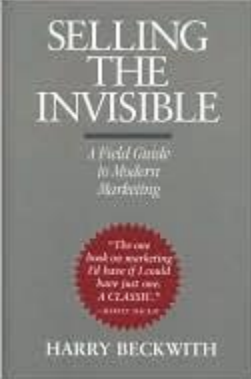
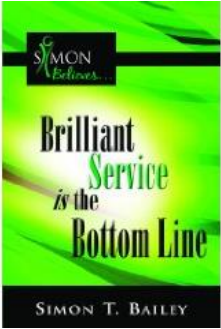


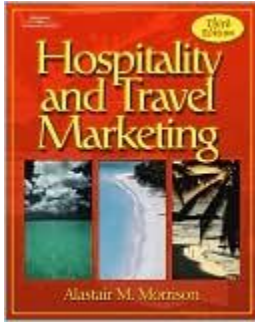
## **Purple Cow**

**Author: Seth Godin**

You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice.

Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff-a lot of brown cows-but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period.

	<p>In <i>Purple Cow</i>, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.</p>
	<p><b>The Southwest Airlines Way</b>  <b>Author: Jody Hoffer Gittell</b></p> <p>In an industry with losses in the billions, Southwest Airlines has an unbroken string of 31 consecutive years of profitability. The Southwest Airlines Way examines how the company uses high-performance relationships to create enormous competitive advantage in motivation, teamwork, and coordination among employees. It then goes further to show how any company can foster these powerful cooperative relationships and explains how to:</p> <ul style="list-style-type: none"> <li>• Lead with credibility and caring</li> <li>• Invest in frontline leaders</li> <li>• Hire and train for relational competence</li> <li>• Use conflicts to build relationships</li> <li>• Make unions its partners, not its adversaries</li> <li>• Build relationships with its suppliers</li> </ul>
	<p><b>Selling the Invisible: A Field Guide to Modern Marketing</b>  <b>Author: Harry Beckwith</b></p> <p><i>Selling the Invisible</i> is the first book to address the millions of people who work in America's service economy--proprietors, top executives, and sales and marketing professionals who sell the "invisible," that is services rather than products.</p>
	<p><b>Brilliant Service is the Bottom Line</b>  <b>Author: Simon T. Bailey</b></p> <p>Let's put the truth on the table: Poor service is pandemic in business today and most organizations - and their products and services - have become commodities. So how can you differentiate yourself in a crowded marketplace in a Nano-speed world? By consistently giving customers a Brilliant Service experience. Quite simply, Brilliant Service is the bottom line. Not only is it your primary point of differentiation and the critical factor in creating cult-like customer loyalty, it also has a proven, direct impact on financial results. Stop doing customer service and start creating genuinely memorable, transformational customer experiences.</p>



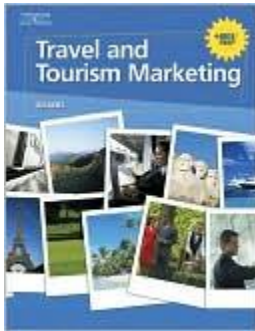
**Hospitality and Travel Marketing**  
**Author: Alastair M. Morrison**

One of the major strengths of this book is its clear structure and organization. It is organized around the hospitality and travel marketing system model, which serves as a road map for understanding how the various marketing functions and techniques are related. It reflects a simple, common-sense approach to marketing which can be easily followed and comprehended.



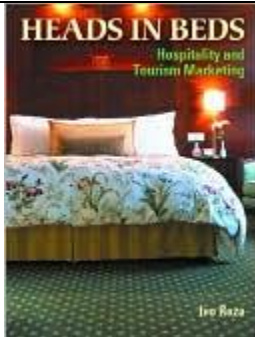
**101 Ways to Promote Your Tourism Business Web Site**  
**Author: Susan Sweeney**

Full of practical, proven techniques and step-by-step strategies, this informative resource teaches internet tourism businesses how to attract visitors and convert them into paying customers.



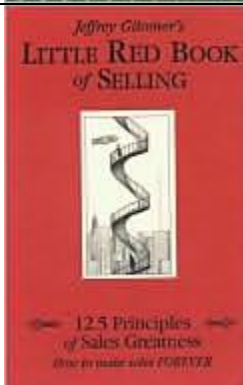
**Travel & Tourism Marketing**  
**Author: Dotty Oelkers**

This book highlights marketing concepts within the context of the travel industry. Driven by the key marketing functions identified in the National Marketing Education Standards, it serves as a resource for a one-semester course. Using numerous real-life examples, the content provides industry-specific examples to master travel and tourism marketing foundations, economics, and technology and professional sales.



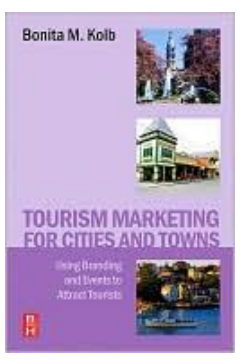
**Heads in Beds: Hospitality and Tourism Marketing**  
**Author: Ivo Raza**

This book teaches the reader how to build brands, generate sales and grow profits through marketing. Written for students as well as practitioners, this book is based on eight principles that the author teaches and brings to life



**Little Red Book of Selling**  
**Author: Jeffrey Gitomer**

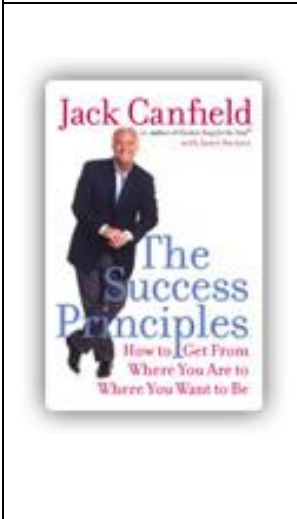
Sales master Jeffrey Gitomer has created a real-world, practical, and fun book that salespeople will love and profit from and sales managers will buy by the case.

	<p><b>Destination Marketing for Convention and Visitors Bureaus</b>  <b>Author: Richard B. Gartrell &amp; the Int'l. Assoc. of Convention &amp; Visitors Bureaus</b></p> <p>Practical and organized textbook for students or professionals entering the tourism industry, specifically in destination management.</p>
	<p><b>Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists</b>  <b>Author: Bonita Kolb</b></p> <p>Tourism Marketing for Cities and Towns provides thorough and succinct coverage of marketing theory specific to the tourism industry. It focuses on developing the branded destination with special emphasis on promotional planning. In addition, it contains numerous international examples, discussion questions, and strategic planning worksheets.</p>
	<p><b>Tourism Development – Principles, Processes &amp; Policies</b>  <b>Author: William C. Gartner</b></p> <p>For tourism professionals and urban and regional planners, this highly readable text introduces tourism development as a process with its own organizational structures and its own responses to the economic cycle of supply and demand. Here, the author keeps pace with the changing trends in tourism, its link with economic theory, and academic research as well as accessibility to travelers with across-the-board economic backgrounds.</p>
	<p><b>Tourism Planning – An Integrated and Sustainable Development Approach</b>  <b>Author: Edward Inskeep</b></p> <p>This book introduces national and regional tourism planning, community level planning, the environmental and socioeconomic considerations, institutional elements and plan implementation.</p>
	<p><b>Built to Love</b>  <b>Author: Peter Boatwright &amp; Jonathan Cagan</b></p> <p>Built to Love reveals why product emotions are critical to the long-term success of a product, whether the product is service or physical or software, business-to-business or consumer. Built to Love also describes how to create products that people love so much they can't see themselves without them</p>

## Category Three: Leadership

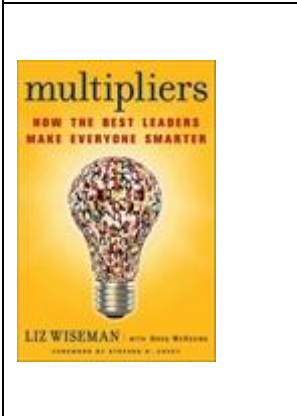
	<p><b>Little Black Book of Connections</b> <b>Author: Jeffrey Gitomer</b></p> <p>People in all kinds of jobs, in big and small companies career builders, sales people, and aspiring executives will love this edgy, practical, and fun book. In the spirit, style, and format of the bestselling Little Red Book of Selling, the country's #1 sales trainer, Jeffrey Gitomer, offers a fresh take on networking and connecting your way to success. The Little Black Book of Connections is based on the power of give value first. It's about how you can climb the ladder without stepping on people's backs. It's about how to earn the respect of a powerful mentor without begging. It's about how to build stronger relationships with customers, bosses, co-workers, vendors, friends, and family. It's about being in the same room with powerful people. It's about how to connect and how to not connect. It's about how to say the right things to the right people in the right circumstances to make the right impression.</p>
	<p><b>Built to Last: Successful Habits of Visionary Companies</b> <b>Authors: Jim Collins / Jerry Porras</b></p> <p>A philosophical blueprint based on research into the development of some of the United States' most successful corporations. Recognizing struggling competitors whose businesses disappear after a period of time, Collins and Porras focus their research towards 18 bona fide, "visionary" companies and analyze them in accordance with guidelines they've set on what makes a good company. Selection criteria and research between the two authors was extensive, with attention paid towards companies with average founding dates of 1897 and prior along with a surefire system evaluating companies as start-ups, midsize companies, and large companies. In the face of sociological events, Porras and Collins wanted to answer the question "what makes the truly exceptional companies different from the other companies?" with an emphasis on timeless management principles instead of trends and innovations like employee empowerment and shared values.</p>
	<p><b>Tribes: We Need You to Lead Us</b> <b>Author: Seth Godin</b></p> <p>Short on pages but long on repetition, this newest book by Godin (<i>Purple Cow</i>) argues that lasting and substantive change can be best effected by a tribe: a group of people connected to each other, to a leader and to an idea. Smart innovators find or assemble a movement of similarly minded individuals and get the tribe excited by a new product, service or message, often via the Internet (consider, for example, the popularity of the Obama campaign, Facebook or Twitter). Tribes, Godin says, can be within or outside a corporation, and almost everyone can be a leader; most are kept from</p>

realizing their potential by fear of criticism and fear of being wrong. The book's helpful nuggets are buried beneath esoteric case studies and multiple reiterations: we can be leaders if we want, tribes are the way of the future and change is good.



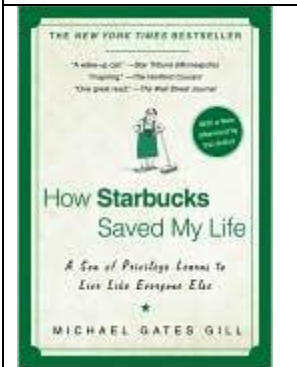
**The Success Principles**  
**Author: Jack Canfield**

A roadmap for anyone—from marketing professionals to small business owners, and from teachers to students and parents — striving to achieve their professional and personal dreams and goals. Touching on every aspect of our lives, *The Success Principles* offers 64 practical and inspiring principles to get any aspiring person from where they are to where they want to be. **It's an encyclopedia for mastering life...** so you can achieve any dream, become who you want to be, and make your life exactly as you want it. *The Success Principles* contains all the key elements of a successful, happy life, together, in one place!



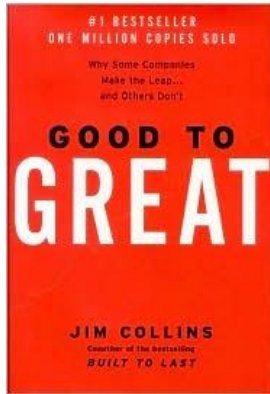
**multipliers**  
**Author: Liz Wiseman and Greg McKeown**

A thought-provoking, accessible, and essential exploration of why some leaders (“Diminishers”) drain capability and intelligence from their teams, while others (“Multipliers”) amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, *Multipliers* is a must-read for everyone from first-time managers to world leaders.



**How Starbucks Saved My Life: A Son of Privilege Learns to Live Like Everyone Else**  
**Author: Michael Gates Gill**

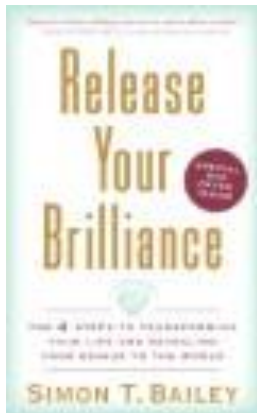
The riches-to-rags true story of an advertising executive who had it all, then lost it all—and was finally redeemed by his new job, and his twenty-eight-year-old boss, at Starbucks.



**Good to Great**  
**Author: Jim Collins**

The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include:

- Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness.
- The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence.
- A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology
- Accelerators: Good-to-great companies think differently about the role of technology.
- The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap.



**Release Your Brilliance: The 4 Steps to Transforming Your Life and Revealing Your Genius to the World**  
**Author: Simon T. Bailey**

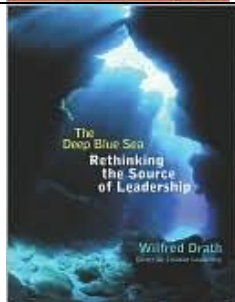
Each of us is born brilliant. Then we spend the rest of our lives having our brilliance buried by people, circumstances, and experiences. Eventually, we forget that we ever had genius and special talents, and our brilliance is locked away in a vault deep within. So we settle for who we are, instead of striving for who we were meant to be.

Bailey's work intends to empower and encourage readers to live from the inside-out and unlock the potential that resides in their head, heart, and soul.



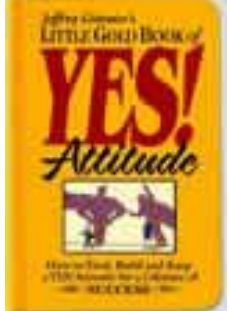
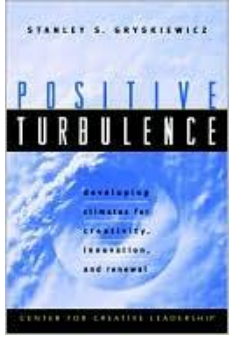
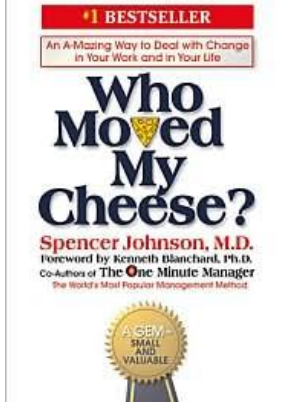
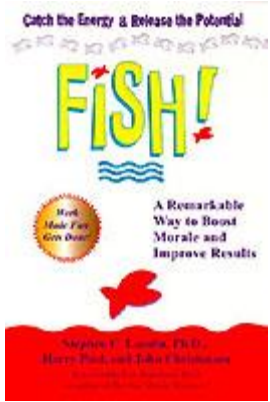
**The Four Agreements**  
**Author: Don Miguel Ruiz**

In *The Four Agreements*, don Miguel Ruiz reveals the source of self-limiting beliefs that rob us of joy and create needless suffering. Based on ancient Toltec wisdom, the Four Agreements offer a powerful code of conduct that can rapidly transform our lives to a new experience of freedom, true happiness, and love.

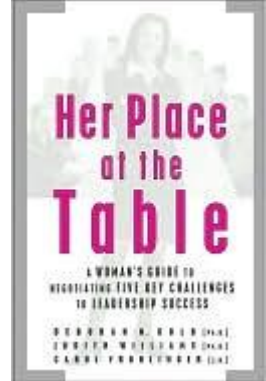
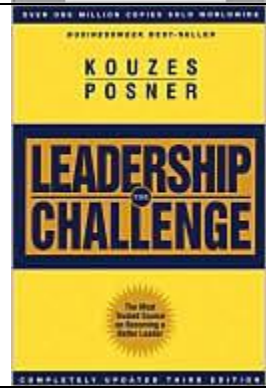

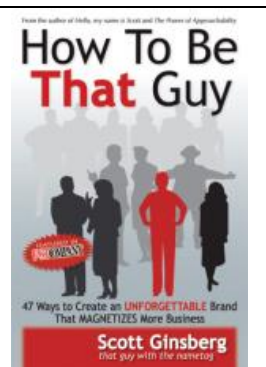


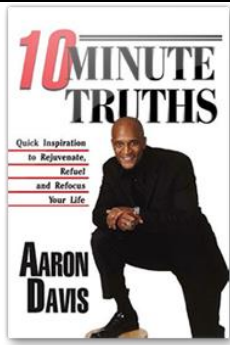
**The Deep Blue Sea: Rethinking the Source of Leadership**  
**Author: Wilfred Drath**

The forces of globalization and collaboration have presented a challenge to the traditional notions of leadership. How does leadership happen when there are many leaders trying to reach a goal with no clear followers? And what does leadership look like when no one person is in charge? In *The Deep Blue Sea*, Wilfred Drath responds

	<p>to these challenges by presenting a new leadership framework called "relational leadership."</p>
	<p><b>The Little Black Book of Yes!</b>  <b>Author: Jeffrey Gitomer</b></p> <p>The first new book on attitude in 100 years that clearly defines it and gives the reader an easy-to-follow game plan to achieve and maintain a YES! Attitude.</p>
	<p><b>Positive Turbulence: Developing Climates for Creativity, Innovation and Renewal</b>  <b>Author: Stanley S. Gryskiewicz</b></p> <p>Operating in a time of rapid and seemingly relentless change, today's healthiest organizations have the ability to continuously renew themselves and thrive in a challenging environment. They are the ones that know how to harness the turbulence all organizations encounter and use it as a catalyst for creativity and innovation. They are the companies that will succeed in the long term. And your company can be among them.</p>
	<p><b>Who Moved My Cheese?</b>  <b>Author: Spencer Johnson, M.D.</b></p> <p>Sometimes simple problems require simple answers. In just 96 pages, this humorous story uses simple metaphors and characters to encourage readers to embrace change and to adapt to new situations with an open mind and a motivated spirit. It follows four fictional characters, Sniff, Scurry, Hem and Haw, as they search for fulfillment in the maze of life.</p>
	<p><b>Fish: A Remarkable Way to Boost Morale and Improve Results</b>  <b>Author: Spencer Johnson</b></p> <p>Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude to the job every day. Imagine an environment in which people are truly connected to their work, to their colleagues, and to their customers. In this engrossing parable, a fictional manager is charged with the responsibility of turning a chronically unenthusiastic and unhelpful department into an effective team.</p>



	<p><b>Her Place at the Table: A Woman's Guide to Negotiating Five Key Challenges to Leadership Success</b>  <b>Authors: Deborah Kolb, Judith Williams, Carol Frohlinger</b></p> <p>Her Place at the Table is a practical guide for any woman dealing with a demanding role. Drawing on extensive interviews with women leaders, the authors isolate five key challenges and for each challenge the authors offer tips on avoiding common traps and then lay out the strategic moves that position you for success. The guides concluding each chapter make it easy to put the principles to work.</p>
	<p><b>The Leadership Challenge</b>  <b>Authors: James M. Kouzes, Barry Z. Posner</b></p> <p>The most trusted resource on becoming a leader is now updated and revised for a new generation. This leadership classic continues to be a bestseller after three editions and twenty years in print. It is the gold standard for research-based leadership, and the premier resource on becoming a leader.</p>
	<p><b>Destination Leadership for Boards</b>  <b>Author: Bill Geist</b></p> <p>In today's increasingly complex environment, true Destination Leaders must be focused on the long-range health, viability and development of both the Community and the Organization that they serve. In this book, you'll gain valuable insights into the special challenges confronting Destination Marketing Organizations (DMOs) and how Boards can play a pivotal role. From Board design to policy development, <i>Destination Leadership</i> is a must-read primer for DMO Board members.</p>
	<p><b>How to Be THAT Guy</b>  <b>Author: Scott Ginsberg</b></p> <p>What are YOU known for? In Scott's eagerly anticipated third book, he reveals 47 secrets to help entrepreneurs MAXIMIZE their visibility, credibility, uniqueness, authenticity and memorability in the eyes of their customers and prospects.</p>



**10 Minute Truths**  
**Author: Aaron Davis**

Featured Keynote presenter at the 2011 Tourism Conference, Aaron offers quick inspiration to rejuvenate, refuel and refocus your life.