



wynne business
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Spa Leaders Recommended Reading List

The One-Minute Manager, Ken Blanchard & Spencer Johnson

The Seven Habits of Highly Effective People, Stephen Covey

Emotional Intelligence, Daniel Goleman

The Handbook of Coaching: A Comprehensive Resource Guide, Frederic M. Hudson

Who Moved My Cheese?, Ken Blanchard & Spencer Johnson

Good to Great, Jim Collins

Built to Last, Jim Collins & Jerry Porras

The Tipping Point, Malcolm Gladwell

Why We Buy, Paco Underhill

The Experience Economy, James H. Gilmore, B. Joseph Pine

The Starbucks Experience, Joseph Michelli

Setting the Table, Danny Meyer

Predictably Irrational, Dan Ariely

The Ultimate Question, Fred Reicheld

The Power of Habit, Charles Duhigg

The Buddha Walks Into the Office, Lodro Rinzler

Spa Leaders Recommended Reading List Continued



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Leaders Eat Last, Simon Sinek

The Black Swan, Nassim, Nassim Nicholas Taleb

Experimental Marketing, Bernd Schmitt

The Motivation Myth, Jeff Haden

The Big Book of Customer Service Training Games, Carlaw & Deming

Mastering the Rockefeller Habits, Verne Harnish

Topgrading, Bradford Smart

Understanding the Global Spa Industry; Bodeker & Cohen

Atomic Habits, James Clear