

Ruben's Reading List for Success

by Four-time Olympian Ruben Gonzalez

Becoming an expert in any subject is a byproduct of years of study fueled by a passionate desire to learn everything about the subject.

I've always been driven to learn anything that could possibly give me an edge in sports and in business.

Only half of Americans have a library card. The average American reads only one book a year. It only takes reading a book a month to be in the top 5% of readers in the US.

If you start reading a book a month in your field, before long you'll start earning more and in only five years you'll be considered an expert in your field.

How to Win Friends and Influence People

- Dale Carnegie

How to Have Power and Confidence in Dealing with People

- Les Giblin

The Power of Positive Thinking

- Norman Vincent Peale

Think & Grow Rich

- Napoleon Hill

As a Man Thinketh

- James Allen

Lead the Field

- Earl Nightingale

What to Say When You Talk to Yourself

- Shad Helmstetter

The Strangest Secret

- Earl Nightingale

The Success System that Never Fails

- W. Clement Stone

The Magic of Thinking Big

- David Schwartz

The Success Principles

- Jack Canfield

See You at the Top

- Zig Ziglar

Better than Good

- Zig Ziglar

Success! The Glen Bland Method

- Glenn Bland

The Power of Focus

- Jack Canfield and Mark Victor Hansen

Tough Times Never Last but Tough People Do

- Robert Schuller

Create Your Own Future

- Brian Tracy

Seeds of Greatness

- Dennis Waitley

Simple Steps to Impossible Dreams

- Kevin Scott

Winning Every Day

- Lou Holtz

Wooden

- Wooden and Jamison

Psycho-Cybernetics

- Maxwell Maltz

Rhinoceros Success

- Scott Alexander

They Call Me Coach

- John Wooden

The Traveler's Gift

- Andy Andrews

Dare to Win

- Mark Victor Hansen and Jack Canfield

The Aladdin Factor

- Jack Canfield and Mark Victor Hansen

The Slight Edge

- Jeff Olson

Pushing the Envelope

- Harvey Mackay

How to be Like Walt

- Pat Williams

The Heart of Leadership

- Mike Miller

Developing the Leader Within

- John Maxwell

Leadership and Self Deception

- The Arbinger Institute

21 Great Leaders

- Pat Williams

Wooden on Leadership

- Wooden and Jamison

The Little Red Book of Wisdom

- Mark DeMoss

Poor, Smart, Rich

- John Segal

Bounce

- Matthew Syed

Mindset

- Carol Dweck

The Go-Giver

- Bob Burg

5 Voices

- Jeremie Kubicek and Steve Cockram

Eat that Frog

- Brian Tracy

Becoming Your Best

- Steven Shallenberger

Rich Dad, Poor Dad

- Robert Kiyosaki

What Got You Here Won't Get You There

- Marshall Goldsmith

Self Made in America

- John McCormack

Goals

- Brian Tracy

Me, Inc.

- Gene Simmons

Feel the Fear and Do it Anyway

- Susan Jeffers

The Power of Full Engagement

- Jim Loehr

How I Raised Myself from Failure to Success in Selling

- Frank Bettger

How to Sell Yourself

- Joe Girard

High-Profit Selling

- Mark Hunter

How to Sell Your Way Through Life

- Napoleon Hill

