

Destination Creation Course

Recommended Books and Interview List

The following books and authors are mentioned in Destination Creation Course.

INTERVIEWS AND AUTHOR BOOKS:

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| ➤ Jay Baer | <i><u>Hug Your Haters: How to Embrace Complaints and Keep Your Customers</u></i> | Lesson 7 |
| | <i><u>Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth</u></i> | Lesson 5 |
| ➤ Marti Barletta: | <i><u>PrimeTime™ Women: How to Attract, Convert, and Keep Boomer Big Spenders</u></i> | Lesson 4
& Lesson 4 (S) |
| ➤ Andy Core: | <i><u>Change Your Day, Not Your Life: A Realistic Guide to Sustained Motivation, More Productivity, and the Art of Working Well</u></i> | Lesson 3 (S) |
| ➤ Shep Hyken: | <i><u>Amaze Every Customer Every Time</u></i> | Lesson 6 |
| ➤ Bernadette Jiwa: | <i><u>Difference: The one-page method for reimagining your business and reinventing your marketing</u></i> | Lesson 7 (S) |
| | <i><u>The Fortune Cookie Principle: The 20 Keys to a Great Brand Story and Why Your Business Needs One</u></i> | |
| ➤ Laura Vanderkam: | <i><u>168 Hours: You Have More Time Than You Think</u></i> | Lesson 3 |

INTERVIEW – NO BOOK

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| ➤ Howard Hyden: | | Lesson 6 (S) |
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BOOKS – NO INTERVIEW

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| ➤ <i><u>Chase's Calendar of Events</u></i> | | Mentioned during Lesson 8 |
| ➤ Jon Bond and Richard Kirshenbaum | <i><u>Under the Radar: Talking to Today's Cynical Consumer</u></i> | Mentioned during Lesson 7 |

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