

# Tom Reilly's Reading List

I often get the request for a reading list of books to add to a professional library. Here are some of my favorites. Enjoy.

*Value-Added Selling* by Tom Reilly (Of course, this is on the list.)

*Crush Price Objections* by Tom Reilly (What, you're surprised?)

*The Fifth Discipline: The Art & Practice of The Learning Organization* by Peter M. Senge

*The Strategy and Tactics of Pricing: A Guide to Growing More Profitably* by Thomas Nagle, John Hogan and Joseph Zale

*Strategic Customer Service: Managing the Customer Experience to Increase Positive Word of Mouth, Build Loyalty* by John A. Goodman

*The 80/20 Principle: The Secret to Achieving More with Less* by Richard Koch

*Integrity: The Courage to Meet the Demands of Reality* by Henry Cloud

*The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience* by Carmine Gallo

*The Paradox of Choice: Why More Is Less* by Barry Schwartz

*The Happiness Hypothesis: Finding Modern Truth in Ancient Wisdom* by Jonathan Haidt

---

Author byline: Tom Reilly is a professional speaker and author of twelve books. Tom is literally the guy who wrote the book on *Value-Added Selling* (McGraw-Hill, 2010), the book that started the value selling revolution. For more information on Tom's presentations, training, and products, visit his website [www.TomReillyTraining.com](http://www.TomReillyTraining.com) or call his office, 636-537-3360.