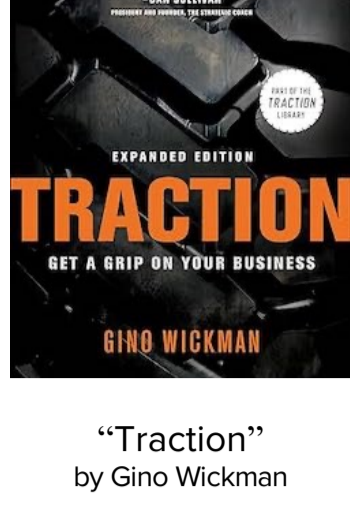
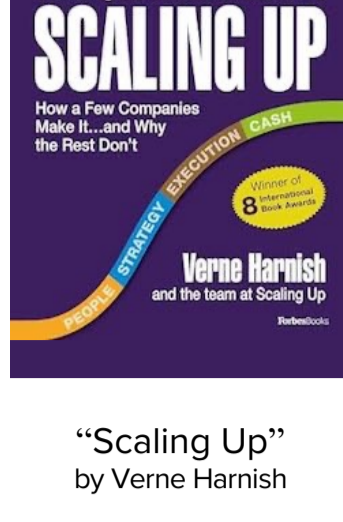
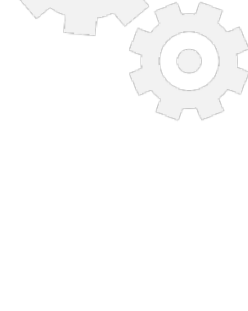


# TOP 20 BUSINESS BOOKS EVERY MORTGAGE BROKER SHOULD READ

## BUSINESS OPERATING SYSTEMS

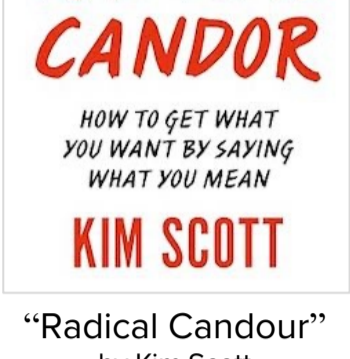


“Traction”  
by Gino Wickman



“Scaling Up”  
by Verne Harnish

## LEADERSHIP AND MANAGEMENT

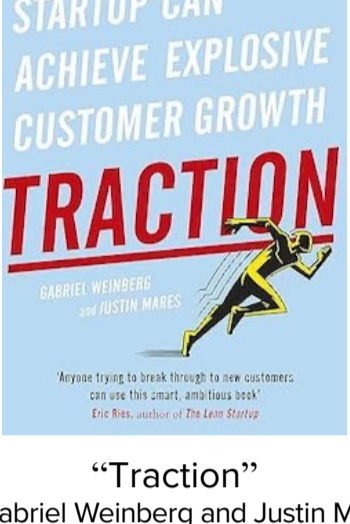


“Radical Candor”  
by Kim Scott

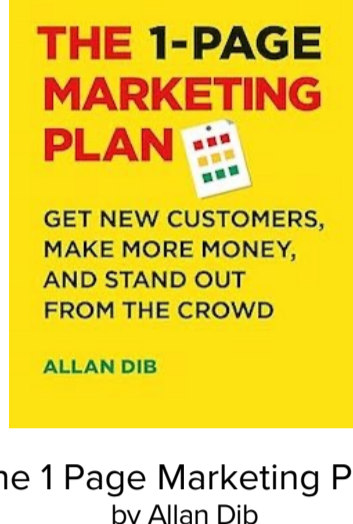


“Managing For The First Time”  
by David C Baker

## MARKETING

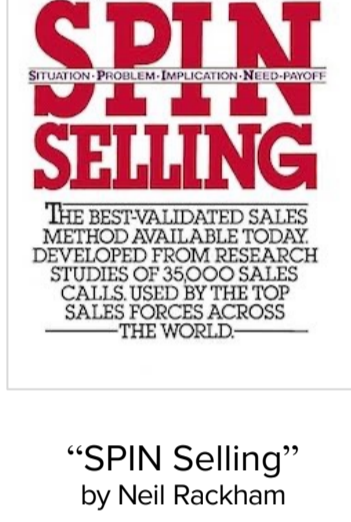


“Traction”  
by Gabriel Weinberg and Justin Mares

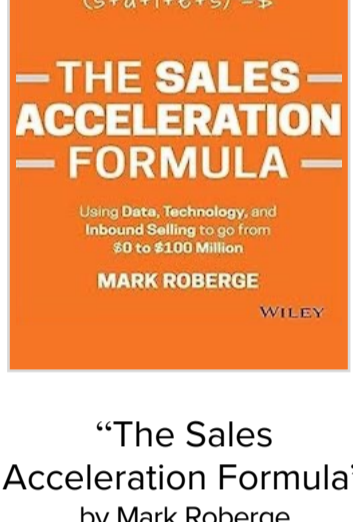


“The 1 Page Marketing Plan”  
by Allan Dib

## SALES

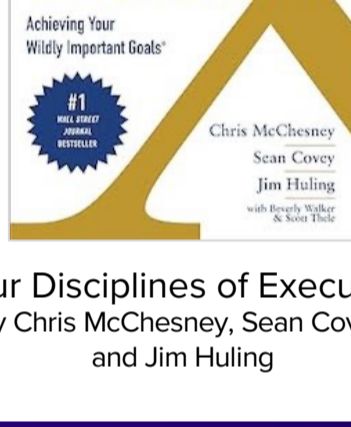


“SPIN Selling”  
by Neil Rackham

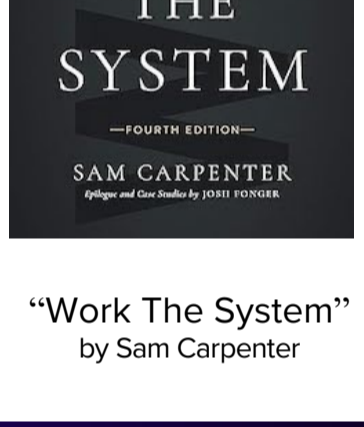
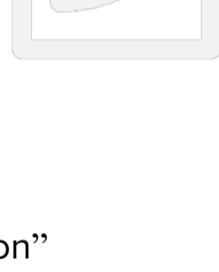


“The Sales Acceleration Formula”  
by Mark Roberge

## EXECUTION

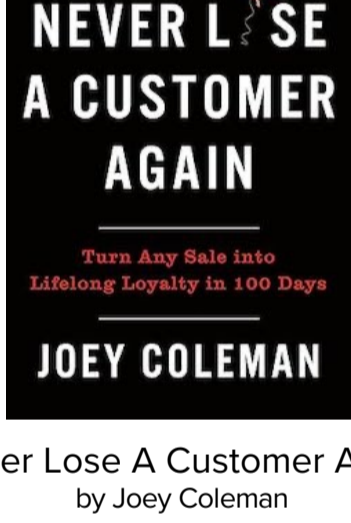


“Four Disciplines of Execution”  
by Chris McChesney, Sean Covey and Jim Huling

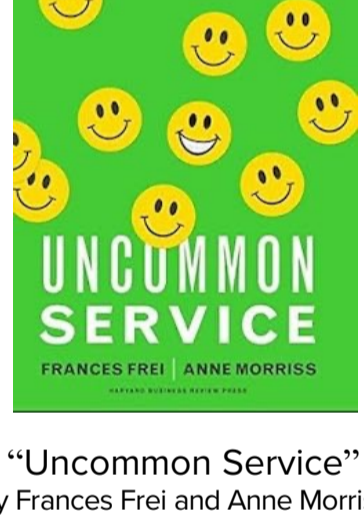


“Work The System”  
by Sam Carpenter

## CUSTOMER EXPERIENCE

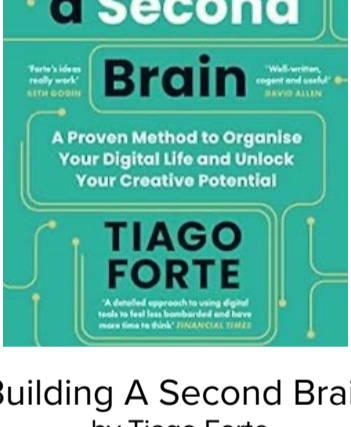


“Never Lose A Customer Again”  
by Joey Coleman

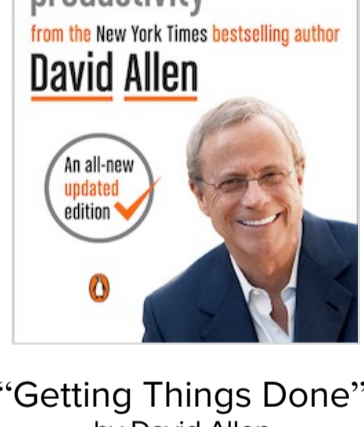


“Uncommon Service”  
by Frances Frei and Anne Morriss

## PRODUCTIVITY

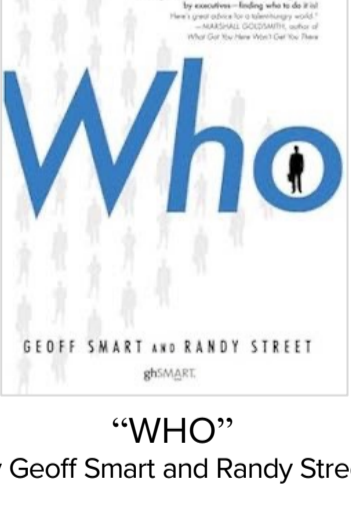


“Building A Second Brain”  
by Tiago Forte

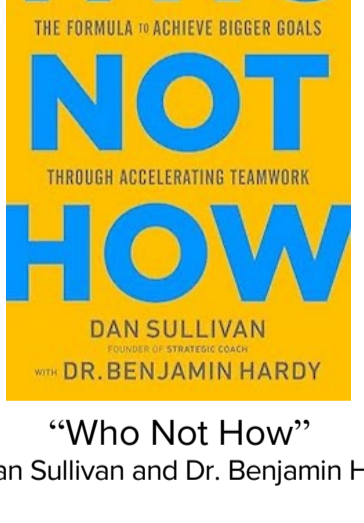
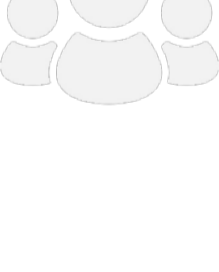


“Getting Things Done”  
by David Allen

## TEAM AND RECRUITMENT

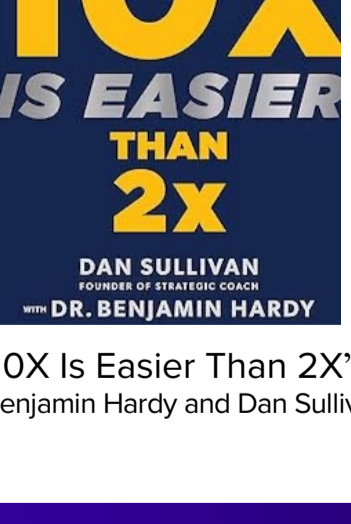


“WHO”  
by Geoff Smart and Randy Street

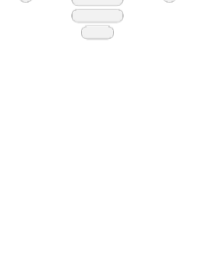


“Who Not How”  
by Dan Sullivan and Dr. Benjamin Hardy

## VISION AND INSPIRATION

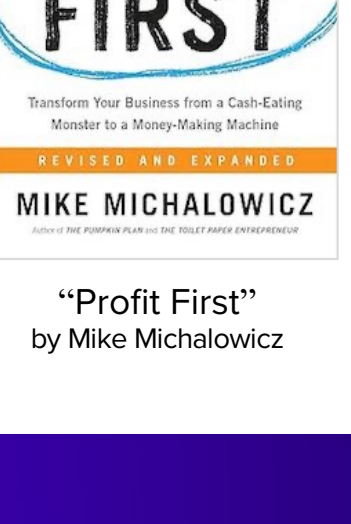


“10X Is Easier Than 2X”  
by Benjamin Hardy and Dan Sullivan

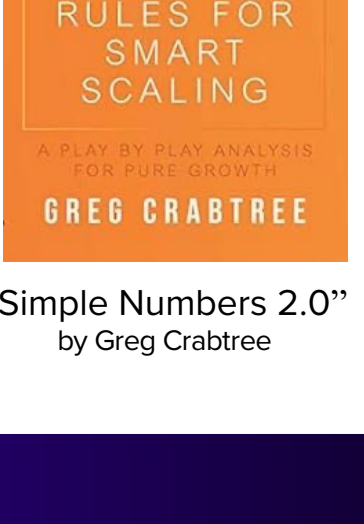


“Can't Hurt Me”  
by David Goggins

## FINANCE



“Profit First”  
by Mike Michalowicz



“Simple Numbers 2.0”  
by Greg Crabtree