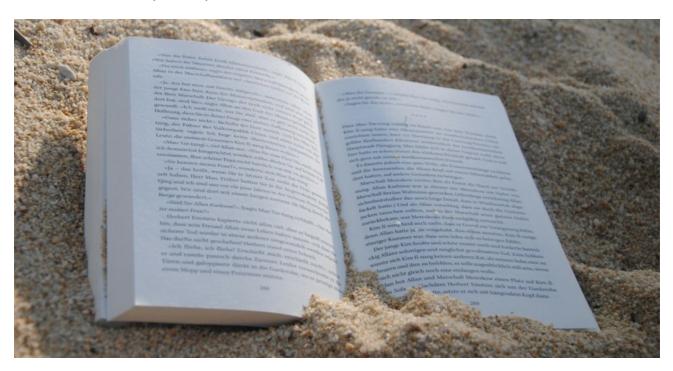
## **Business Beach Reads to Boost Your Brand This Summer**

Nothing sounds better than laying on the beach - or in your hammock, or on you deck - and building your business. Its possible! Put your down time to good use and learn business and sales tips from the experts. Tip: Some of these books are available on audiobook too!



## By Anthony Caliendo, The Sales Assassin

The Sales Assassin: Master Your Black Belt in Sales by Anthony Caliendo
Cracking The Code To Success by Anthony Caliendo and Brian Tracy
New Sales, Business, and Entrepreneurship Books
Switch: Sales Transformation for Strategic Advantage by Srinivas Uppaluri
Stop Selling & Start Leading by Deb Calvert, James Kouzes and Barry Posner
A Good Time to be a Girl: Don't Lean In, Change the System by Helena Morrissey   Willam Collins
The Third Door: The Wild Quest to Uncover How the World's Most Successful People Launched Their Careers by Alex Banayan
When by Daniel Pink
That's What She Said by Joanne Lipman
Straight Talk for Startups: 100 Insider Rules for Beating the Odds—From Mastering the Fundamentals to Selecting Investors, Fundraising, Managing Boards, and Achieving Liquidity by Randy Komisar & Jantoon Reigersman
Leap: How to Thrive in a World Where Everything Can Be Copied by Howard Yu
Objections: The Ultimate Guide for Mastering The Art and Science of Getting Past No by Jeb Bount

Crushing It!: How Great Entrepreneurs Build their Business and Influence and How You Can, Too by Gary Vee

Check Out: 11 New Books for Entrepreneurs, Salespeople and Small Business

Owners https://www.checkli.com/checklists/anthonycaliendo/11-new-books-forentrepreneurs-salespeople-and-small-business-owners-to-boost-your-business-in2018-1

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