

# THORNTONMARKETING

## RECOMMENDED READING

### Client Service

***True Professionalism*** – David Maister. This is a deceptively simple, small book, but it is the basic handbook about client service.

***The Trusted Advisor*** – David Maister, Charles Green, Robert Galford. Real-world advice about earning trust and building relationships with clients. The appendix contains lists of suggestions for identifying and improving the skills that make a difference to clients.

### Communication Skills

***Difficult Conversations: How to Discuss What Matters Most*** – Douglas Stone, Bruce Patton, Sheila Heen. You will learn how to decipher the underlying structure of every difficult conversation, how to interpret the significance of what is said and what is not, how to identify the erroneous but deeply ingrained assumptions that keep you stuck, and much more.

***You Just Don't Understand – Women and Men in Conversation*** – Deborah Tannen. Yes, it's true. Men and women communicate in different ways and this can create tremendous misunderstandings. This book will help you recognize your own communication style and enable you to listen in a different way.

### Networking

***Never Eat Alone*** – Keith Ferrazzi. Admittedly, Ferrazzi is over the top when it comes to networking. Even if you use only a fraction of his techniques, you will become a better networker.

### Self-Mastery

***Emotional Intelligence*** – Daniel Goleman. Inner competencies such as self-awareness and motivation, and social strengths such as influence, conflict management and team-building, are better predictors of success than IQ or technical expertise. The good news is that emotional intelligence can be developed and improved throughout life.

***Social Intelligence*** – Daniel Goleman. It turns out that our brains are actually wired to connect with other human beings, and our interactions change the neural pathways in our brains. Goleman writes about recent studies and theories that show how our brains are wired for altruism, compassion, concern and rapport.

***Transforming Practices – Finding Joy and Satisfaction in the Legal Life*** – Steven Keeva. Keeva presents interviews and stories from lawyers who have examined their relationship to their practices and have found meaning and fulfillment in their careers. He talks about the importance of engaging in contemplative practice as being central to leading a satisfying life.

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