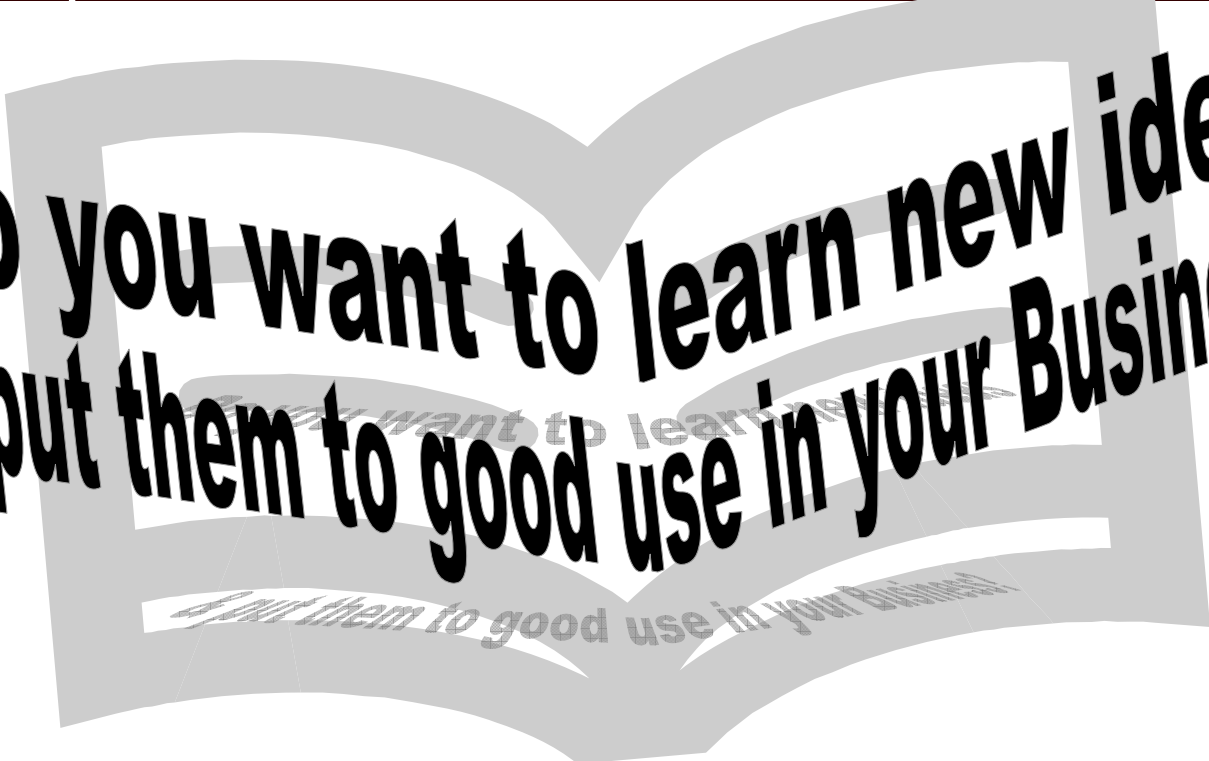


What is Goode Read

Keeping your Business in the **BLACK!**




**Do you want to learn new ideas
& put them to good use in your Business?**



In today's turbulent and rapidly changing work world, we are confronted with a constant blur of new information and new ideas. Surviving in this competitive world means keeping up with new ideas about the organizations in which we work and about the way work gets done.



Keeping Your Business in the **BLACK**

-  Do you ever wish there was a forum for discussing the newest trends and ideas in the business world?
-  Do you wish you could explore the leading-edge business practices you read about with other like-minded people?
-  Do you wish you could set aside a few hours every month to connect with others in the business community?

If you answered yes to any of these questions, then the answer is simple. Code Read is a business book discussion group – designed to provide you with a forum for keeping up with the latest business books, but even more important, it gives you an opportunity to be a part of a reading group that can stimulate your own thinking, providing the opportunity for greater insight on how new ideas or theories might be put to practical use in your own work and in your organization.

BOOK LIST

2006

Eat That Frog! - Tracy
Pivot - Zimmerman
The Richest Man in Babylon - Clason
The 21 Indispensable Qualities of a Leader - Maxwell
Fish! - Lundin

2007

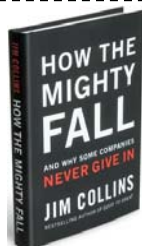
The Fred Factor - Sanborn
Raving Fans - Blanchard
It's Your Ship - Abrashoff
Six Thinking Hats - de Bono
The Starbucks Experience - Michelli
You Don't Need a Title to be a Leader - Sanborn
How to Become a Great Boss - Fox
First Break All the Rules - Buckingham
The Janitor - Hopkins
What Customers Really Want - McKain
Leading Change - Kotter
The Contrarian's Guide to Leadership - Sample

2008

Clued In - Carbone
Meatball Sundae - Godin
Built to Serve - Sanders
The Mulligan - Blanchard
The Present - Johnson

2009

The Flip Side - Flippen
Buyology - Lindstrom



Would you like to be involved in the next discussion group?

The book for the next discussion is *How the Mighty Fall* by Jim Collins.

Discussion Dates

March 3 - April 7 - May 5

12:00 p.m. at the Chamber Office

All three sessions \$30 (payable in advance) includes lunch and any materials, excluding the book

Please respond by January 20.

_____ YES! I need the book (\$25 payable in advance)

_____ I will download the book to my Kindle or Nook

_____ I already have the book

Book Suggestions for Future Reading

NAME _____ COMPANY _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

PAYMENT OPTIONS: CHECK CASH CREDIT CARD \$ _____ TOTAL INVOICE ME (MEMBERS ONLY)

CARD # _____ EXP. DATE _____ CVV _____

NAME ON CARD _____ SIGNATURE _____

