

TYRER SORREL SUGGESTED READING & SOURCE MATERIALS

Planning For Success: Sell Your Big Idea

Artful Persuasion	Harry Mills	0814470637
Brand Warriors	Fiona Gilmore	0006388922
Consumer Behaviour	Michael Solomon, Garry Bamossy & Soren Askegaard	0137519834
Disconnected	Nick Barham	0091895863
Exploring Direct Marketing	Lisa O'Malley, Maurice Patterson & Martin Evans	1861524021
Free Prize Inside	Seth Godin	0141019719
Guerrilla Teleselling	Jay Conrad Levinson, Mark S A Smith & Orvel Ray Wilson	0471242799
Life's a Pitch	Stephen Bayley & Roger Mavity	9780593056431
Lovemarks	Kevin Roberts	157687270X
Marketing Corporate Image	James R Gregory	0844233072
Off the Wall Marketing Ideas	Nancy Michaels & Debbi J Karpowicz	1580622054
Organisational Behaviour (2 nd Edition)	Robert Kreitner, Angelo Kinicki & Marc Buelens	0077098285
Out Sell Your Competition	Robin Fielder	0077099370
PR Power	Amanda Barry	0753506521
Pushing the Envelope	Harvey Mackay	0091826594
Selling the Invisible	Harry Beckwith	1587990660
Selling to Win	Richard Denny	0749421312
Small Giants	Bo Burlingham	1591840937
The One Day Marketing Plan (2 nd Edition)	Roman G Hiebing Jr & Scott W Cooper	0844212830
The Product Managers' Handbook (3 rd Edition)	Linda Gorchels	0071459383

The Ultimate Secrets of Advertising	John Philip Jones	076192244X
50+ Marketing	Jean-Paul Treguer	0333984129
101 Ways to Get More Business	Timothy R V Foster	0749407603
101 Ways to Increase Your Sales	Patrick Forsyth	0749419857
The Youth Market in the UK (1994)	Keynote	Market Review

Planning For Success: Connected Leadership/Teams

Aim High	Tanni Grey Thompson	1905170890
Authentic Leadership	Bill George	0787969133
Creative Coaching	Jerry Lynch	0736033270
Do you Love Football?	Jon Gruden	0060579447
Effective Coaching	Myles Downey	1587991721
Guts	Robert A Lutz	0471463221
Jose Mourinho	Luis Lourenco	0954684338
Mind Games	Jeff Grout & Sarah Perrin	1841126136
Observation, Analysis & Video	National Coaching Foundation	1902523164
Peak Performance	Clive Gibon, Mike Pratt, Kevin Roberts & Ed Weymes	0006531857
Peddalling to Hawaii	Stevie Smith	1840244461
Pocket Management Standards	Management Charter Initiative	1897587767
Race to Dakar	Charley Boorman	0316731927
Run to Win	Donald T Phillips	0312303084
Sacred Hoops	Phil Jackson	078688200X
Slaying the Dragon	Michael Johnson	0749917237

Sports Slump Busting	Alan S Goldberg	0880116536
The Lance Armstrong Performance Program	Lance Armstrong & Chris Carmichael	1405021020
The Way to Win	Will Carling & Robert Heller	0316914479
Thrust	Richard Noble	0553812084
What Makes Winners Win	Charlie Jones	0767903072
Winning	Clive Woodward	0340836296
1001 Ways to Reward Employees	Bob Nelson	156305339X
Inside England Rugby	Odyssey	DVD
Road to Paris	Wieden - Kennedy	DVD
Awaken the Giant Within	Anthony Robbins	Audio Book
Sacred Hoops	Phil Jackson	Audio Book
The 8 th Habit	Stephen R Covey	Audio Book
Unlimited Power	Anthony Robbins	Audio Book
Cycle Sport-Team Special (March 2004)	IPC Media	Article
Pro Cycling (May 2004)	Highbury Lifestyle	Article
Cycle Sport – Lance Armstrong (October 2005)	IPC Media	Article
Enterprise Project: Play Simply		
Childhood (2 nd Edition)	Chris Jenks	0415341671
Contemporary Strategy Analysis (5 th Edition)	Robert M Grant	9781405119986
Killer Brands	Frank Lane	9781598691238
The Franchisors Handbook	John H Pratt	BFA
The Starburcks Experience	Joseph A Michelli	9780071477840
The Wealth of Knowledge	Thomas A Stewart	1857882873
Toxic Childhood	Sue Palmer	9780752880914
Bagpuss	Small Films	DVD

Barney Live	Hit Entertainment	DVD
Lunar Jim	BBC	DVD
Pocogo and Friends	Zinkia Entertainment	DVD
Shoe Box Zoo	BBC	DVD
17 Lies That are Holding you Back	Steve Chandler	Audio Book
Bewitched & Bewildered: The Perfect Day Out	Will Buckley	Article
Can't Miss Christmas Spectaculars	Richard Corliss	Article
Enriching Entertainment	Architectural Review	Article
Going Deeper, Seeing Further: Enhancing Ethnographic Interpretations to Reveal More Meaningful Opportunities for Design	Jane Fulton-Suri	Article
Hail the Chief	360 Magazine	Article
Halo 3 Reviews	Various Magazines	Article
Halo – The Game (Wired)	Clive Thompson	Article
Interactive Theatre	Justine de Mierre	Article
Men 'are afraid to work with Children'	Rosemary Bennett	Article
One billion 'denied a childhood'	BBC News	Article
Putting Fun Into Family Life	YMCA	Article
Recent Findings on Subjective Well-Being	Diener, Suh & Oishi	Article
The Future of Kids TV	Anne Wood	Article
The Game Design Challenge	Eric Zimmerman	Article
The Leader of the Future	Ronald Heifetz	Article
ABC of Childhood	BBC	Discussion
Catch Wii if you can	CNN Money	Blog
Social Networks: Stop Designing Out the Fun	Michael Francis Booth	Blog

Why spending your time wisely Is the key to happiness	Timemakes theworldgoround.com	Blog
Australian & Miami Open	IBM	Website
Credit Unions	FSA	Website
Family Vue	VUE	Website
Festival of Childhood	Christina Gambin	Website/Article
Marketing for Halo 3	Wikipedia	Website/Article
Microsoft – Small Business Specialist Accreditation	Microsoft	Website
Fact File 2008	Statistics	9781905600137
Family Spending 2006	Statistics	9781403993939
Social Trends 2007	Statistics	9781403993946