



"A CPA firm that understands dealership management, accounting, and tax issues"

2009 Recommended Books for Dealership Management and Success

Continued education and the thirst for additional knowledge is the key to success in any endeavor. It is especially true for those working in the dealership industry, be it owners, general managers, sales people or service managers.

Louis Pasteur once said "chance favors the prepared mind". Successful automobile dealers of the 21st century will be those that are most prepared and most knowledgeable. By investing a half hour per day in reading and improving your business skills, you will gain an advantage over your competitors. This advantage will grow over time as your knowledge and momentum build. For most people, they can accomplish this by reducing time in front of the television. The following are some suggested readings to help you improve your mind and become the best:

Leadership and Management:

The 21 Indispensable Qualities of a Leader – John Maxwell
Be Quick, But Don't Hurry – Andrew Hill
Good to Great, Why Some Companies Make the Leap... and Others Don't – Jim Collins
Jack: Straight from the Gut – Jack Welch & John Byrne
The Power of Positive Thinking – Norman Vincent Peale
The Seven Habits of Highly Effective People – Steven Covey
The Speed of Trust – Steven M. Covey
Today Matters, 12 Daily Practices to Ensure Tomorrow's Success – John Maxwell
Winning – Jack Welch
It's Your Ship: Management Techniques from the Best Damn Ship in the Navy – Captain D. Abrashoff

Sales and Marketing:

Customers for Life: How to Turn One Time Buyers into Lifetime Buyers – Carl Sewell
Dig Your Well Before You're Thirsty: the Only Networking Book You'll Ever Need – Harvey Mackay
E Newsletter's That Work – Michael Katz
How to Win Friends and Influence People – Dale Carnegie
The Little Red Book of Sales – Jeff Gittomer
Pushing the Envelope – Harvey Mackay
Raving Fans: A Revolutionary Approach to Customer Service – Ken Blanchard
Think and Grow Rich – Napoleon Hill
Thinkertoys – Michael Michalko
The Tipping Point: How Little Things Can Make a Big Difference – Malcolm Gladwell

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn." Alvin Toffler

For more insights and thoughts on the dealership industry, please e-mail Paul McGovern at pmcgovern@downeycocpa.com or call 781.849.3100.

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