Future Generation Marketing Reviews the Best Business Books of All Time

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Manchester based sales and marketing firm, Future Generation Marketing understands why it is important for business owners to broaden their learning through regular reading. Here, the firm has reviewed the best business books of all time, as recommended by millionaires.

Future Generation Marketing offers a Business Development Program and through this understand the importance of knowledge for both personal and business development. Reading is a great source of information and can provide an endless opportunity to learn, something Managing Director Adam Smith firmly believes.

About Future Generation Marketing: http://www.futuregenerationmarketing.co.uk/

Research conducted by the Book Trust UK revealed that 76% of adults claim that reading has helped them improve their life and attitude. The Guardian discussed that over 4 million adults in the UK never read for pleasure and over 12 million have picked up a book less than twice in 6 months.

Here, the sales and marketing experts have reviewed the top 3 books that every entrepreneur should read.

“Re-work.”

Written by entrepreneur and founder of Basecamp project management tool, Jason Fried explains what every small business owner, entrepreneur or those looking for a change of career will need in their business ventures. The book outlines and defines the key factors in launching a business and focusing on the easy-is-better approach. Through experience, Jason Fried explores which tools are essential and those that can be left behind to help start a business with minimum stress.

“Inbound.”

Founders of Hubspot marketing software and keynote talkers Brian Halligan and Dharmesh Shah are the authors of a book which outlines how to stop pushing your message out and start pulling your audience in. Discuss topics such as being found through Google, social media and the world of blogs; the book focuses on how digital marketing tools can be beneficial to a business', something that Future Generation Marketing claims is essential today.

“Think and Grow Rich.”

A book read by both millionaires and billionaires, written by Napoleon Hill, an American author considered to be one of the best writers on the topic of success, discusses the secrets that could bring you a fortune. Based on the stories of such people as Andrew Carnegie, Thomas Edison, Henry Ford, and other millionaires of his generation, the book aims to promote personal development and self-improvement. Readers of the book explain it as something to be absorbed chapter by chapter as it introduces wisdom into your life.

Future Generation Marketing firmly believes that by reading as much as you can as often as you can will provide you with not only the tools and knowledge to succeed but the much-needed motivation and desire to do so. Our managing director Adam Smith recommends to start by

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reading one book per quarter, and then over time increasing this.

Future Generation Marketing is a motivated and ambitious direct sales and marketing firm based in Manchester. The firm believes in personal development through their Business Development Program which is tailored to provide those with the skills, knowledge and attitude they need to succeed in the world of business.

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Sources:

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