Read Your Way to Business Success Urges Live Innovations

Thursday 30 June, 2016

Due to their unwavering commitment to the professional growth and development of their young contractors, Live Innovations are always on the lookout for rich sources of motivation and education. Here, the firm share some of the best books for budding business minds.

About Live Innovations: http://liveinnovations.co.uk/company-info-2/

London based direct marketing specialists Live Innovations have long believed that for an industry to thrive, it is up to leading figures and established business owners to support the development of young professionals. With this in mind the firm's Managing Director, Tom Harris, offers all their contractors the opportunity to improve their leadership and business skills through one on one mentoring, networking events and seminars fronted by some of the industry's most respected business owners.

Whilst this network of support is incredibly valuable to the success of young industry professionals, Live Innovation are also conscience of the impact self-led learning can have on an individual's rate of success. The firm regularly encourage young professionals to invest in development outside of the work environment and believe reading to be a crucial and adaptable source of knowledge. The firm are confident that by reading the following business books, young professionals will develop an edge within a competitive environment, and that the habit will help them become an effective and knowledgeable business leader.

Think and Grow Rich by Napoleon Hill

Despite first being published in 1937, this offering from Napoleon Hill is still incredibly relevant to today's young entrepreneurs. The result of 20 years of research and interviews with world famous millionaires, the book reveals the habits, behaviours and decisions that lead to success.

Who Moved My Cheese? An Amazing Way to Deal With Change in Your Work and in Your Life by Spencer Johnson

To keep up with the pace of business professionals need to be able to embrace change, and this book by Management consultant Spencer Johnson creatively outlines how Adaptability, perseverance and a positive mental attitude are critical to success by weaving a narrative around the story of 2 mice looking for cheese. Whilst it may sound slightly strange, the book is renowned for transforming peoples' attitudes towards change.

The One Minute Manager by Kenneth H. Blanchard and Spencer Johnson

Due to their commitment to developing professionals and sharing skills, Live Innovations believe this book to be a must read. Management experts Kenneth H. Blanchard and Spencer Johnson outline beautifully how real management increase confidence, pride and productivity in others and inspires people to perform at their peak. The book maps out three powerful one-minute management secrets - employee goal-setting, employee praising and employee reprimands.

Live Innovations is London's premier outsourced sales and marketing company, specialising in face to face, personalised marketing techniques. The firm is committed to excellence, believing that success breeds success, and when a brand needs to outsource their marketing and sales processes, they shouldn't have to compromise on quality.

Managing director at Live Innovations Tom Harris is on a mission to promote the importance of reading to young professionals within the outsourced sales and marketing industry. He firmly believes that the titles mentioned above are key to laying solid foundations for future business success.

For more information Follow @LiveInnovations on Twitter and Like them on Facebook.

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