Self-development the secret to success, claims Goldstream Incorporated's CEO

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Dan Coolican is the CEO of outsourced sales and marketing firm Goldstream Incorporated, and he passionately believes that continuous self-development is the secret to success.

About Goldstream Incorporated: http://www.goldstreamincorporated.co.uk/

Reading is a widely renowned source of knowledge, and Mr. Coolican is encouraging inspiring entrepreneurs and business owners to read the following five books to expand their knowledge and develop their skill-set.

"Losing My Virginity: How I Survived, Had Fun, And Made A Fortune Doing Business My Way," by Richard Branson

Sir Richard Branson is one of the world's most iconic billionaires. The Virgin Group founder is a business magnate, investor and philanthropist and controls more than 400 companies. In the book, Branson shares how he built his Virgin empire with the philosophy 'Oh, screw it, let's do it'. The autobiography explains to the reader that having the confidence to fail is one of the surest ways to success.

"How To Win Friends And Influence People," by Dale Carnegie

Dale Carnegie was an American writer and lecturer and the developer of famous courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills. How to Win Friends and Influence People is one of the best-selling self-help books ever published, selling over 30 million copies worldwide, and was voted number 19 on Time Magazine's list of 100 most influential books in 2011. In "How To Win Friends And Influence People" Carnegie helps the reader to understand the fundamentals of likability. The author explores how to make good conversation and win people over to the same way of thinking – in essence, the skills necessary to succeed in business.

"The Zigzag Principle," by Rich Christiansen

Richard Christiansen is a serial entrepreneur, best-selling author, and philanthropist. In the Zig Zag Principle, Christiansen encourages the reader to ignore the urge to charge full steam ahead toward their goals and instead to zigzag around obstacles, while staying the course to reach the final destination.

"Good to Great," by James Collins

Jim Collins is an American business consultant, author, lecturer on the subject of company sustainability and growth and a graduate of the Stanford School of Business. Good to Great is a follow-up to the acclaimed "Built to Last". In Good to Great, Collins identifies top-performing companies and the traits of the CEOs that lead them. An example - Level 5 leaders have personal humility and an unwavering resolve to accomplish the tasks at hand, as well as creating a culture of honesty. Mr Coolican believes this is the perfect book for new leaders.

"Never Eat Alone," by Keith Ferrazzi

Keith Ferrazzi is a Harvard Business School, Harvard University and Yale University graduate. Mr Ferrazzi is also an American author, public speaker, nationally recognized networking expert, and the founder and Chief executive officer of Ferrazzi Greenlight. In Never Eat Alone, Ferrazzi highlights the importance of networking and explains to the reader that networking is the key to success. Ferrazzi explains how some of the most powerful people in the world, including Bill Clinton, mastered the art of networking and made it to the top.

"If you're only going to read one book from the list choose 'Never Eat Alone'. It took me a while to realise the importance of networking, but after reading this book it clicked, and my career began to take off," said Mr Coolican.

Goldstream Incorporated is an outsourced sales and marketing firm based in Nottingham. Goldstream Incorporated are supporters of entrepreneurship, and they believe that self-development is the secret to success.

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