

THE SIGNATURE COLLECTION
(PRESENT—ALPHA BY AUTHOR)

Present Book and Author	(Please Check)		
	Keep in Collection	Drop	No Opinion
<i>How to Speak—How to Listen</i> , Mortimer J. Adler			
<i>Collaborative Selling</i> , Tony Alessandra and Rick Barrera			
<i>Non-Manipulative Selling</i> , Tony Alessandra			
<i>The Complete Guide to Planned Giving: Everything You Need to Know to Compete Successfully for Major Gifts</i> , Debra Ashton			
<i>Listen Up</i> , Larry Barker			
<i>The Heart of a Leader: Insights on the Art of Influence</i> , Ken Blanchard			
<i>Fund Raising: The Guide to Raising Money from Private Sources</i> , Thomas E. Broce			
<i>The Gospel of Wealth and other Timely Essays</i> , Andrew Carnegie			
<i>Influence: The New Psychology of Modern Persuasion</i> , Robert B. Cialdini			
<i>Conducting a Successful Capital Campaign</i> , Kent E. Dove			
<i>Getting to YES</i> , Roger Fisher and William Ury			
<i>Excellence: Can we be Equal and Excellent Too?</i> , John W. Gardner			
<i>The Lost Art of Church Fundraising</i> , Ashley Hale			
<i>The Board Member's Guide to Fund Raising</i> , Fisher Howe			
<i>Strategic Marketing for NonProfit Organizations</i> , Philip Kotler			
<i>Fund Raising Realities Every Board Member Must Face</i> , David Lansdowne			
<i>The Capital Campaign Handbook</i> , David J. Jauman			
<i>More Give to Live</i> , Douglas M. Lawson			
<i>The 7 Powers of Questions</i> , Dorothy Leeds			
<i>The Marketing Imagination</i> , Theodore Levitt			

<i>Philanthropy and Marketing: New Strategies for Fund Raising</i> , James Gregory Lord			
<i>The Raising of Money: Thirty-Five Essentials Every Trustee Should Know</i> , James Gregory Lord			
<i>ASKING</i> , Jerold Panas			
<i>Boardroom Verities</i> , Jerold Panas			
<i>Born to Raise: What Makes a Great Fundraiser, What Makes a Fundraiser Great</i> , Jerold Panas			
<i>Finders Keepers</i> , Jerold Panas			
<i>Making the Case</i> , Jerold Panas			
<i>Mega Gifts: Who Gives Them, Who Gets Them</i> , Jerold Panas			
<i>Fundraising Habits of Supremely Successful Boards</i> , Jerold Panas			
<i>The Power of Positive Thinking</i> , Norman Vincent Peale			
<i>You Can If You Think You Can</i> , Norman Vincent Peale			
<i>The Seven Faces of Philanthropy</i> , Russ Alan Prince and Karen Maru File			
<i>The Successful Capital Campaign: From Planning to Victory Celebration</i> , H. Jerald Quigg			
<i>Major Account Sales Strategy</i> , Neil Rackham			
<i>SPIN Selling</i> , Neil Rackham			
<i>Wealthy and Wise</i> , Claude Rosenberg, Jr.			
<i>Designs for Fund Raising</i> , Harold J. Seymour			
<i>The Planned Giving Idea Book</i> , Robert F. Sharpe			
<i>The Elements of Style</i> , William Strunk, Jr. and E.B. White			
<i>The Artful Journey</i> , William T. Sturtevant			
<i>The Art of Fund Raising</i> , Irving R. Warner			
<i>The Art of Planned Giving</i> , Douglas E. White			

