

## NETMCDO 2012 Books and Resources Shared by Participants

[Business Model Generation](#) by Alexander Osterwalder and Yves Pigneur

[Right Brain Business Plan](#) by Jennifer Lee

[The Career Counselor's Handbook](#) by Figler and Bolles

[Leading Change](#) by John P. Kotter

[Buy-In: Saving Your Good Idea from Getting Shot Down](#) by John P. Kotter

[Beyond Talent](#) by Angela Myles Beeching

[The Self-Promoting Musician-Strategies For Independent Music Success](#) by Peter Spellman

[Indie Marketing Power](#) by Peter Spellman

[The Art of Possibility: Transforming Professional and Personal Life](#) by Rosamund Stone Zander and Benjamin Zander

[Musicians as Lifelong Learners: Discovery through Biography](#), by Rineke Smilde

[Musicians as lifelong learners: 32 biographies](#) by Rineke Smilde

[What Should I Do with My Life?: The True Story of People Who Answered the Ultimate Question](#) by Po Bronson

[The Accidental Entrepreneur: The 50 Things I Wish Someone Had Told Me About Starting a Business](#) by Susan Urquhart-Brown

[The Savvy Musician](#) by David Cutler

[Mindsight: The New Science of Personal Transformation](#) by Daniel J. Siegel

[The Developing Mind: How Relationships and the Brain Interact to Shape Who We Are](#) by Daniel J. Siegel

[Change Your Brain, Change Your Life: The Breakthrough Program for Conquering Anxiety, Depression, Obsessiveness, Anger, and Impulsiveness](#) by Daniel G Amen

[The Money Book for the Young, Fabulous & Broke](#) by Suze Orman

[Everything We Needed to Know About Business We Learned Playing Music](#) by Craig Cortello

[The Career Guide for Creative and Unconventional People](#) by Carol Eikleberry

[You Majored in What? Mapping Your Career Path from Chaos to Career](#) by Katharine Brooks

[Career Coach: Managing Your Career in the Music Industry](#) by Shelly Field