**ONLINE REFERENCES BY CHAPTER – THE ONE THING**

**If you’re hoping to find out more about all of the research that went into The ONE Thing, you’ve come to the right place. In this section, our references are arranged in chronological order, the way they appear in the book. Dig in and enjoy!**

**CHAPTER 1: THE ONE THING**

1. **The movie, *City Slickers*, shared some unexpected wisdom when Curly explained his secret of success in** [**this**](https://www.youtube.com/watch?v=2k1uOqRb0HU) **clip.***City Slickers*. Directed by Ron Underwood. 1991. Castle Rock Entertainment. Beverly Hills, CA.

**CHAPTER 2: THE DOMINO EFFECT**

1. **For a glimpse into the actual 2009 Domino Day event that took place in the Netherlands, we suggest you check out the following** [**YouTube video**](http://www.youtube.com/watch?v=z7OzuXZ6U7s)**. If it’s a geometric domino progression you’re looking to see, watch** [**this**](http://www.youtube.com/watch?v=y97rBdSYbkg) **video.**

[Domino Day 2009](http://www.youtube.com/watch?v=z7OzuXZ6U7s). *YouTube*. 1:32:59, Posted by LetsPlayDomino on December 29, 2011.

1. **We think dominoes are pretty powerful. Don’t believe us? Check our math comparing dominoes to the energy exerted to do pushups. That’s a whole lot of pushups! Most people aren’t Jack LaLane, who managed to do over 1,000 pushups at age 42!**

|  |  |  |
| --- | --- | --- |
| **Object/Action** | **Joules** | **Pushup Comparison Math** |
| One Domino | 0.02 |  |
| World Record Domino Fall (approx. 4.5M) | 94,688.47 |  |
| Average Male Pushup (195 lbs) | 173.55 | 173.55 Joules / 94,688.47 Joules = 545.6 pushups! |
| Average Female Pushup (165 lbs) | 146.85 | * 1. Joules / 94,688.47 Joules = 644.8 pushups! |

1. Lu, Michelle. “[Physics of the Domino Amplifier](http://colgatephys111.blogspot.com/2011/10/physics-of-domino-amplifier.html).” *Physics 111: Fundamental Physics*. October 25, 2011.
2. Whitehead, Lorne. “Domino Chain Reaction.” *American Journal of Physics*, Vol. 51, Issue 2, 1983. p. 182
3. Walker, Jearl. "Deep Thinking on Dominoes Falling in a Row and Leaning Out from the Edge of a Table" in "The Amateur Scientist." *Scientific American*, 251, 122-130. August 1984
4. Doherty, Paul. “[Exponential Domino Fall](http://www.exo.net/~pauld/activities/mathematics/dominofall.html).” *Scientific Explorations with Paul Doherty*. 2001.

**CHAPTER 3: SUCCESS LEAVES CLUES**

1. **It might make your head spin to study, but the financial information on the companies discussed in this chapter is all part of the public record. We looked at each company’s SEC filing, Form 10K for specific financial information, market percentages, and contributions that particular products and lines added to the bottom line. Helpful information came from** [**Wikinvest**](https://www.wikinvest.com/account/portfolio/regx/start) **and both** [**this**](http://www.sec.gov/edgar/searchedgar/webusers.htm)**, and** [**this**](http://www.sec.gov/Archives/edgar/data/320193/000119312511282113/d220209d10k.htm) **section of the SEC.**
2. **What is truly The ONE Thing when it comes to the connection between movies and toys? For *Star Wars*, the successful movies make everything else possible.**Greenberg, Andy. “[Star Wars’ Galactic Dollars](http://www.forbes.com/2007/05/24/star-wars-revenues-tech-cx_ag_0524money.html).” *Forbes*. May 24, 2007.   
     
   Szalai, Georg. “[’Star Wars’ Had Record Toy Revenue for a Non-Movie Year in 2010](http://www.hollywoodreporter.com/news/star-wars-record-toy-revenue-96809).” *Hollywood Reporter*. February 4, 2011.
3. **Apple’s ONE Thing is known for transitioning from one product line to another over time, but each one product line, from the iMac to the iPad creates a halo effect that influences shoppers to adopt other Apple products.**Harris, Robin. “[iPad: Gateway Drug to Mac Addiction](http://www.zdnet.com/blog/storage/ipad-gateway-drug-to-mac-addiction/790).” *ZD Net*. February 8, 2010.
4. **The most successful of people, from Sam Walton to Oprah Winfrey, all had help from one special person along the way.**Gabler, Neal. *Walt Disney: The Triumph of the American Imagination*. United States of America: Vintage Books, 2006. p.44-45.

Trimble, Vince. *Sam Walton: The Inside Story of America’s Richest Man*. Penguin. 1991.

Isaacson, Walter. “[Einstein & Faith](http://www.time.com/time/magazine/article/0,9171,1607298-1,00.html).” Time. April 5, 2007.

Nelson, Jill. “The Man Who Saved Oprah Winfrey: That’s What Dads Are For.” *Washington Post Magazine, Sunday Final Edition*. December 14, 1986. P.W30. Lexis-Nexis.

Sellers, Patricia. “[The Business of Being Oprah](http://money.cnn.com/magazines/fortune/fortune_archive/2002/04/01/320634/index.htm).” *Fortune*. April 1, 2002.

“[George Martin Biography](http://rockhall.com/inductees/george-martin/bio/).” Rock & Roll Hall of Fame Museum.

1. **Having one passion or one skill makes all the difference for successful people. For Gilbert Tuhabonye, it was his passion for running that defined every aspect of his life.**

Tuhabonye, Gilbert and Brozek, Gary. *This Voice in My Heart: A Runner’s Memoir of Genocide, Faith, and Forgiveness*. New York: Harper Collins. 2007.

1. **While there are many successful people who have put The ONE Thing successfully to work in their lives, we believe Bill Gates is one of the best examples of ONE in action in all facets of ONE person’s life. If you’re just going to read one article about him, we recommend Matthew Herper’s account of Bill Gates.**

Gates, Bill and Allen, Paul. “[Remembering Ed Roberts](http://www.thegatesnotes.com/Personal/Remembering-Ed-Roberts).” *The Gates Notes*. April 1, 2010.

“[Steve Ballmer](http://www.microsoft.com/en-us/news/exec/steve/default.aspx).” *Microsoft News Center*.

“[Steve Ballmer Profile](http://www.forbes.com/profile/steve-ballmer/).” *Forbes*.

Herper, Matthew. “[With Vaccines, Bill Gates Changes the World Again](http://www.forbes.com/sites/matthewherper/2011/11/02/the-second-coming-of-bill-gates/).” *Forbes*. November 2, 2011.

**PART I: THE LIES**

1. **Merriam-Webster’s “Word of the Year” contest exemplifies the mood and thoughts of society’s collective mind. If you’re interested in the complete list of words dating back to 2003, we suggest you check out the dedicated Wikipedia page.**

Merriam-Webster. “[Word of the Year 2006](http://en.wikipedia.org/wiki/List_of_Merriam%E2%80%93Webster%27s_Words_of_the_Year).”

American Dialect Society. “[Truthiness Voted 2005 Word of the Year](http://www.americandialect.org/Words_of_the_Year_2005.pdf).”

1. **We discovered that *Fast Company*’s “Consultant Debunking Unit” does a great job of humorously testing the truth behind age-old truthy claims. The last time we performed a search *of Fast Company*’s website, we found that they had put 108 truthy claims to the test. We referenced one of our favorites in the book.**

Consultant Debunking Unit. “[Next Time, What Say We Boil a Consultant](http://www.fastcompany.com/26455/next-time-what-say-we-boil-consultant).” Fast Company. October 31, 1995.

**CHAPTER 4: EVERYTHING MATTERS EQUALLY**

1. **If you just have time to read one article about Joseph Juran and his Pareto Principle, we suggest the ‘Mea Culpa’ written by Joseph Juran himself.**

Butman, John. *Juran: A Lifetime of Influence*. John Wiley & Sons, 1997. p. 49

Juran, J.M. “[The Non-Pareto Principle: Mea Culpa](http://www.projectsmart.co.uk/docs/the-non-pareto-principle.pdf).” Selected Papers nº 18, 1975, The Juran Institute 1994. Also [here](http://www.juran.com/elifeline/?page_id=2189&reg=1307557819).

Wood, John C. and Wood, Michael C. (ed). *Joseph Juran: Critical Evaluations in Business and Management*. New York: Routledge. 2005. p.51.

1. Koch, Richard. *The 80/20 Principle*. United States: Doubleday. 1998.

**CHAPTER 5: MULTITASKING**

1. **There wasn’t enough room in the book to use and describe all the research that has been done on this topic to show how multitasking hurts rather than helps us. However, if you’re interested in reading beyond what we’ve referenced in the book and listed below, we suggest you check out the extensive work done by leaders in the field like David Meyer, Joshua Rubinstein and Jeffrey Evans; Clifford Nass, Eyal Ophir & Anthony D. Wagner; Gloria Mark & Victor Mark; Matt Richtel, and Marcel Just, just to drop a few names.**
2. Pennebaker, Ruth. “[The Mediocre Multitasker](http://www.nytimes.com/2009/08/30/weekinreview/30pennebaker.html?_r=1&).” *The New York Times.* August 29, 2009.
3. Ophir, Eyal, Nass, Clifford, Wagner, Anthony D. “Cognitive Control in Media Multitaskers.” *Proceedings of the National Academy of Sciences (PNAS)* vol. 106, no. 37 (2009)
4. **Multitasking isn’t a new phenomenon. Researchers in psychology have used terms like multiple task, shift task, and task switching for the concept of human multitasking since the 1920s. When engineers began using the term multitasking for computer programming in the mid-1960s, they inadvertently provided the psychologists of the next decade with a term to use when studying people doing more than one thing at a time. However, outside of the lab and research papers, the word wasn’t commonly used in reference to people until the mid-1980s, when *The New York Times* used it in what might be its first mainstream reference. We explored the history of the term in the following references.**Jersild, Arthur T. *Mental Set and Shift*. New York: Archives of Psychology, No. 89, 1927.   
     
   Rolfe, J.M. “Multiple Task Performance: Operator Overload” *Operational Psychology*. 45 (1971): 125-132.
5. Gonzalez, Victor and Mark, Gloria. “Constant, Constant, Multitasking Craziness: Managing Multiple Working Spheres” Com*puter Human Interaction (CHI),* paper presented in conference (2004).
6. Mark, Gloria, Gonzales, Victor, and Hams, Justin. “No Task Left Behind? Examining the Nature of Fragmented Work” *Computer Human Interaction (CHI) 2005*, PAPERS: Take a Number, Stand in Line (Interruptions & Attention 1): 321-330
7. **It’s worth checking out poet Billy Collins’ thoughts on multitasking in** [**this**](http://www.youtube.com/watch?v=esljLDCvNeY) **brief online video. Among other great nuggets, he states that it seems focusing on one thing at a time is the key to happiness.**[*Billy Collins Multitasking*](http://www.youtube.com/watch?v=esljLDCvNeY). *YouTube*. 1:12, Posted by KQEDondemand on April 11, 2011, Recorded May 13, 2010
8. **As a result of his 1978 study, Dr. Eric Klinger generalized that over the course of 24 hours, people could be assumed to sleep eight hours a day and have 4,000 thoughts during the remaining 16 hours of the day – that’s approximately four thoughts a minute, or a thought every 15 seconds!**  
   Klinger, Eric. “Modes of Normal Conscious Flow” in K.S. Pope & J.L Singer (Eds.) *The Stream of Consciousness: Scientific Investigations into the Flow of Human Experience*. New York: Plenum, (1978): 225-258
9. APA (American Psychological Association). [“Is Multitasking More Efficient? Shifting Mental Gears Costs Time, Especially When Shifting to Less Familiar Tasks](http://www.apa.org/news/press/releases/2001/08/multitasking.aspx).” *APA Press Release*. August 5, 2001. Accessed July 23, 2009
10. Rubinstein, Joshua S., Meyer, David E., Evans, Jeffrey E. “Executive Control of Cognitive Processes in Task Switching.*” Journal of Experimental Psychology: Human Perception and Performance* Vol. 27, No. 4 (2001): 763-797
11. Anderson, Sam. “[In Defense of Distraction](http://nymag.com/news/features/56793/).” *New York Magazine*. May 17, 2009.
12. **There is so much information out there on the truths and mistruths of multitasking that a lot can get lost in translation. We were lucky enough to get the facts straight from the human cognition and performance expert, Dr. David Meyer.**   
    Meyer, David E., e-mail message to the researcher, May 26, 2011. Author of *Executive Control of Cognitive Processes in Task Switching*.
13. **We thought that all of our talk about brains may make you want to get an inside look. Check out the** [**map**](http://www.emc.maricopa.edu/faculty/farabee/biobk/biobooknerv.html) **of the various areas and functions of the brain that we found online on August 20, 2010 at:**“[The Nervous System](http://www.emc.maricopa.edu/faculty/farabee/biobk/biobooknerv.html).” Maps of the Brain. www.emc.maricopa.edu/faculty/farabee/biobk/biobooknerv.html
14. Charron, Sylvain, and Koechlin, Etienne. “Divided Representation of Concurrent Goals in the Human Frontal Lobes.” *Science*. 328 (2010): 360-63.
15. Just, Marcel Adam, Carpenter, Patricia A., Keller, Timothy A., Emery, Lisa, Zajac, Holly, Thulborn, Keith R. “Interdependence of Nonoverlapping Cortical Systems in Dual Cognitive Tasks” *NeuroImage*. 14.2. August 2001.
16. Zijlstra, Fred R., Roe, Robert A., Leora, Anna B. Krediet, Irene. “Temporal Factors in Mental Work: Effects of Interrupted Activities*.*” *Journal of Occupational and Organizational Psychology*. 1999
17. Shellenbarger, Sue. “[New Studies Show Pitfalls of Doing Too Much at Once](http://online.wsj.com/article_email/SB1046286576946413103.html).” *Wall Street Journal*. March 27, 2003.
18. Strayer, David L., Cooper, Joel M., Drews, Frank A. “What do Drivers Fail to See When Conversing on a Cell Phone?” *Proceedings of the Human Factors and Ergonomics Society 48th Annual Meeting*. 2004. p. 2213-2217
19. Richtel, Matt. “[Attached to Technology and Paying a Price](http://www.nytimes.com/2010/06/07/technology/07brain.html?_r=1).” *The New York Times*. June 6, 2010.
20. Matt Richtel won a Pulitzer Prize for his journalistic work on a series of articles studying distractions behind the wheel.   
    “[2010 Pulitzer Prizes for Journalism](http://www.nytimes.com/2010/04/13/business/media/2010-Journalism-Pulitzers.html).” *The New York Times*. April 12, 2010.

Richtel, Matt. “[Series of Articles: Driven to Distraction](http://topics.nytimes.com/top/news/technology/series/driven_to_distraction/index.html).” *The New York Times*. 2009-2010.

1. Strayer, David L., Drews, Frank A., Crouch, Dennis J. “[Fatal Distraction? A Comparison of the Cell-Phone Driver and the Drunk Driver](http://www.psych.utah.edu/AppliedCognitionLab/DrivingAssessment2003.pdf).” *Human Factors*. Vol. 48, No. 2, Summer 2006. P. 381-391.
2. “[Traffic Safety Facts: Distracted Driving 2009](http://www.distraction.gov/research/PDF-Files/Distracted-Driving-2009.pdf).” *U.S. Department of Transportation National Highway Traffic Safety Administration.* September 2010.
3. ***The Multitasking Myth* was a favorite book at our writing table. One of the many jewels we picked up from Dave Crenshaw’s brilliant read: “People who engage in switch tasking over a long period of time begin to get a distorted sense of how long things actually take.” (see page 70)**  
   Crenshaw, Dave. *The Multitasking Myth*. San Francisco: Jossey-Bass, 2008.

**CHAPTER 6: A DISCIPLINED LIFE**

1. **Question: An Olympic medalist spends seven days a week in the pool. Take a guess as to what Michael Phelps’ selected discipline is? Answer: Soccer…Just kidding! Swimming.**

Lord, Craig. “Psychology and Physiology Make Michael Phelps a Phenomenon.” *The Sunday Times*. August 13, 2008.   
  
Michaelis, Vicki. “[Built to Swim, Phelps found a focus and refuge in water](http://www.usatoday.com/sports/olympics/beijing/swimming/2008-07-31-phelps_N.htm).” *USA Today*. July 31, 2008.

1. **Developing habits takes time and discipline. Our research shows that people who develop the right habits have an easier time developing other good habits as well.**

Lally, Phillippa, Van Jaarsveld, Cornelia H.M, Potts, Henry W.W, and Wardle, Jane. “How Habits are Formed: Modelling Habit Formation in the Real World.” *European Journal of Social Psychology*. 40, 2010 (Published online July 16, 2009). p. 998-1009.

Oaten, Megan and Cheng, Ken. “Longitudinal Gains in Self-Regulation from Regular Physical Exercise.” *British Journal of Health Psychology*. 11 (2006): 717-733

Oaten, Megan and Cheng, Ken. “Improved Self-Control: The Benefits of a Regular Program of Academic Study.” *Basic and Applied Social Psychology*. 28, no.1 (2006): 1-16

**CHAPTER 7: WILLPOWER IS ALWAYS ON CALL**

1. Cohen, Patricia. “[Weak-Kneed Willpower Faces Temptation’s Lure](http://www.nytimes.com/2010/12/31/books/31book.html).” *The New York Times*. December 30, 2010.
2. **Walter Mischel’s famous “The Marshmallow Test” research provided decades of interesting findings and fodder for entertaining videos. You won’t regret checking out the adorable kids being “tortured” in the** [**YouTube video**](http://www.youtube.com/watch?v=6EjJsPylEOY&list=LL2LSJrtzaY2izG8R-B3jnHA&feature=mh_lolz) **we list below either.**Mischel, Walter, Ebbesen, E.B., Zeiss, Antonette R. “Cognitive and Attentional Mechanisms in Delay of Gratification.” *Journal of Personality and Social Psychology*. Vol 21, No.2 (1972). P. 204-218.

Mischel, Walter et al. “’Willpower’ Over the Life Span: Decomposing Self-Regulation.” *Social Cognitive and Affective Neuroscience*. Advance Access. Published September 19, 2010.

[Kids Marshmallow Experiment](http://www.youtube.com/watch?v=6EjJsPylEOY&list=LL2LSJrtzaY2izG8R-B3jnHA&feature=mh_lolz). *YouTube*. 2:54, Posted by clap4thehandicap on September 15, 2009,

1. **Remember the chocolate cake and fruit salad experiment that proved how fleeting willpower can be? Who would have guessed how easily our decisions can be swayed when our brains are taxed.**Shiv, Baba and Fedorikhin, Alexander. “Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making.” *Journal of Consumer Research.* 26 (1999): 278-292
2. Kalish, Nancy. “[Use Your Willpower Wisely](http://www.prevention.com/weight-loss/weight-loss-tips/diet-and-weight-loss-tips).” *Prevention Magazine*. November 9, 2008.
3. **The brain: will work for food. In fact, it consumes about 20 percent of the calories we burn for energy.**Drubach, Daniel. *The Brain Explained*. Prentice Hall Health, 2000
4. Gailliot, Matthew T., Baumeister, Roy F., DeWall, C. Nathan, Maner, Jon K., Plant, E. Ashby, Tice, Dianne M., Brewer, Lauren E., Schmeichel, Brandon J. “Self-Control Relies on Glucose as a Limited Energy Source: Willpower is More Than a Metaphor.” *Journal of Personality and Social Psychology.* Vol. 92, No. 2 (2007): 325-336
5. **A hunger for justice. Researchers found when judges make decisions on a full stomach, they tend to be more likely to make a favorable ruling than when they’re hungry.**Danziger, Shai, Levav, Jonathan, Avnaim-Pesso, Liora. “Extraneous Factors in Judicial Decisions.” *Proceedings of the National Academy of Sciences (PNAS).* 2011

**We thought that the anonymous Discovery Channel blog commenter who posted this line on April 16, 2011 in the** [**blog article**](http://blogs.discovermagazine.com/notrocketscience/2011/04/11/justice-is-served-but-more-so-after-lunch-how-food-breaks-sway-the-decisions-of-judges/#.UQbX4PJLp8E) **on the Israeli parole system deserves a nod: Brian Too Says: “Well, to be fair, we always said that Justice was blind. We never said anything about being tired or hungry!”**

Yong, Ed. “[Justice is Served, But More So After Lunch: How Food-Breaks Sway the Decisions of Judges](http://blogs.discovermagazine.com/notrocketscience/2011/04/11/justice-is-served-but-more-so-after-lunch-how-food-breaks-sway-the-decisions-of-judges/#.UQbYAPJLp8E).” *Discover Blog*. April 11, 2011. Accessed April 18, 2011

1. Aamodt, Sandra and Wang, Sam. “[Tighten Your Belt, Strengthen Your Mind](http://www.nytimes.com/2008/04/02/opinion/02aamodt.html).” *The New York Times.* April 2, 2008.

**CHAPTER 8: A BALANCED LIFE**

1. Hammonds, Keith H. “[Balance is Bunk!](http://www.fastcompany.com/51149/balance-bunk)” *Fast Company*. October 1, 2004.
2. Diamond, Jared M. *Guns, Germs, and Steel: The Fates of Human Societies*. New York: W. W Norton & Company, Inc. 1997.
3. Schneider, Barbara L. and Waite, Linda J. *Being Together, Working Apart: Dual-Career Families and the Work-Life Balance.* Cambridge: Cambridge University Press. 2005.
4. Paul McFedries, tracker of new words and phrases found in the English language, updated his “work-life balance” Lexis Nexis “[WordSpy.com](http://www.wordspy.com/words/work-lifebalance.asp)” usage tally for us – which we verified with an academic search as well.   
   McFedries, Paul. “[Work-Life Balance](http://www.wordspy.com/words/work-lifebalance.asp).” Paul McFedries Word Spy: The Word Lover’s Guide to New Words. www.wordspy.com/words/work-lifebalance.asp. Accessed April 19, 2011

McFedries, Paul. E-mail messages to the researcher. April 19, 2011 and March 12, 2012.

1. **Sad but true. Working too hard is not only bad for your personal sense of well-being, but researchers also found that working long hours can contribute to predicting who acquires heart disease.**

Kivima, Mika; Batty, David G.; Hamer, Mark; Ferrie, Jane E.; Vahtera, Jussi; Virtanen, Marianna; Marmot, Michael G.; Singh-Manoux, Archana; Shipley, Martin J. “Using Additional Information on Working Hours to Predict Coronary Heart Disease: A Cohort Study.” *Annals of Internal Medicine*. 154 (2011):457-463

1. Cuffe, Khary. “[The Secret to Attaining Work-Life Balance](http://www.inc.com/khary-cuffe/the-secret-to-attaining-work-life-balance.html).” *Inc*. February 3, 2012.
2. Patterson, James. *Suzanne’s Diary for Nicholas*. United States: Little, Brown and Company. 2001
3. Moen, Phyllis. “From ‘Work-Family’ to the ‘Gendered Life Course’ and ‘Fit’: Five Challenges to the Field.” *Community Work, and Family*. 14: 1 (2011): 81-96

**CHAPTER 9: BIG IS BAD**

**While we were digging through the research, we found many well-known and lesser-known people who were living big lives and experiencing success. These are our favorites.**

1. **Sabeer Bhatia thought big when he created Hotmail.**Bronson, Po. “[HotMale](http://www.wired.com/wired/archive/6.12/hotmale.html).” *Wired*. Issue 6.12. December 1998.

Brownlow, Mark. “[Email and Webmail Statistics](http://www.email-marketing-reports.com/metrics/email-statistics.htm).” *Email Marketing Reports*. October 2011 (first published April 2008).

1. **Arthur Guinness thought big when he took out a 9,000-year lease to start his brewery.**

“Archive Fact Sheet: Arthur Guinness (1725-1803).” *Guinness Storehouse*.

1. **JK Rowling knew where Harry Potter was heading from the get-go.**

Paxman, Jeremy. “[JK Rowling Interview in Full](http://news.bbc.co.uk/2/hi/entertainment/3004456.stm).” (Transcript of Interview). *BBC News*. June 19, 2003.

1. **Sam Walton planned ahead when he created Wal-Mart by setting up an estate plan to minimize inheritance taxes for his family, way down the road.**Blumenthal, Karen. “[Lessons on Investing from America’s Richest Family](http://online.wsj.com/article/SB10001424053111904823804576500813872123254.html).” *Wall Street Journal*. August 13, 2011.

Moshman, Robert L. “[FLP vs. LLC & Sam Walton's FLP Estate](http://investor.financialcounsel.com/Articles/EstatePlanning/ARTEST0000117-FLPvsLLC.asp).“ Reprinted from The Estate Analyst, June 2008.

Staton, Bill & Staton, Mary. *Worry-free Family Finances: Three Steps to Building and Maintaining your Family’s Financial Well-Being*. McGraw Hill: 2004. 193

Trimble, Vance H. *Sam Walton: The Inside Story of America’s Richest Man.* Penguin: 1990, 237-240

1. **It’s not just the rich and famous that thought big and achieved big. There are many “everyday” people who’ve thought big and gone on to accomplish tremendous things. We only begin to scratch the surface of the list of people who’ve changed the world with our discussion of Candace Lightner (MADD), Ryan Hreljac (Ryan’s Well) and Derreck Kayongo (Global Soap Project).**

[MADD](http://www.madd.org/).

EMC News. “[Ryan Hreljac Wins Prestigious International Development Award](http://www.emckemptville.ca/20111117/news/Ryan+Hreljac+wins+prestigious+international+development+award).” Kemptville EMC, November 17, 2011.

Ryan’s Well. “[About Us](http://www.ryanswell.ca/about-us/ryans-story.aspx).”

[Global Soap Project](http://www.globalsoap.org/).

Ruffins, Ebonne, “[Recycling Hotel Soap to Save Lives](http://www.cnn.com/2011/US/06/16/cnnheroes.kayongo.hotel.soap/index.html).” *CNN*. June 16, 2011.

1. **Social psychology expert Carol Dweck has been studying ability and the growth versus fixed mindset for decades.**

Dweck, Carol S. and Ehrlinger, Joyce. “Implicit Theories and Conflict Resolution,” Stanford, 2006. To appear in M. Deutsch, P. Coleman, & E. Marcus (Eds.)*The Handbook of Conflict Resolution*. Vol.2. San Francisco: Jossey-Bass

Dweck, Carol S. “Mindsets and Math/Science Achievement.” *Paper prepared for the Carnegie-IAS Commission on Mathematics and Science Education*. 2008.

**We found Carol Dweck’s book to be incredibly useful in our research – and one of our personal favorites. The discussions on p. 4 and 109-116 were some of the more enlightening.**

Dweck, Carol S. *Mindset: The New Psychology of Success*. Random House 2007.

Rae-Dupree, Janet “[If You’re Open to Growth, You Tend to Grow](http://www.nytimes.com/2008/07/06/business/06unbox.html).” *The New York Times*. July 6, 2008.

1. **We love the 1997 Apple commercial because it personifies how those who think big achieve greatness.**

“[Think Different](http://en.wikipedia.org/wiki/Think_Different)” *Wikipedia*.

**CHAPTER 10: THE FOCUSING QUESTION**

1. Anders, George. *The Rare Find*. New York: Portfolio/Penguin, 2011
2. **Andrew Carnegie clearly believed in focusing on what matters when he told students to put all their eggs in one basket and “then watch that basket.”**

Carnegie, Andrew. “The Road to Business Success: A Talk to Young Men.” From an address to Students of the Curry Commercial College, Pittsburgh, June 23, 1885. Source: *The Empire of Business*. New York: Doubleday, Page & Co. 1902. P. 3-18. Found online [here](http://www.historytools.org/sources/carnegie.html).

1. Thalheimer, W. [*The Learning Benefits of Questions*](http://www.learningadvantage.co.za/pdfs/questionmark/LearningBenefitsOfQuestions.pdf). January 2003.
2. Rittenhouse, Jessie Belle. *The Door of Dreams*. Boston New York: Houghton Mifflin Company, 1918. P.25.
3. **We believe that all great journeys begin with great questions. What do you think?**

Pustilnik, Amanda C. “[It Keeps the Student Thinking](http://www.nytimes.com/roomfordebate/2011/12/15/rethinking-how-the-law-is-taught/the-socratice-method-keeps-the-student-thinking).” *The New York Times Opinion – Room for Debate*. December 16, 2011.

Overholser, James. “Elements of the Socratic Method: I. Systematic Questioning.” *Psychotherapy*. Vol 30 Spring. 1993 No.1.

**CHAPTER 11: THE SUCCESS HABIT**

NONE

**CHAPTER 12: THE PATH TO GREAT ANSWERS**

NONE

**PART 3: EXTRAORDINARY RESULTS**

NONE

**CHAPTER 13: LIVE WITH PURPOSE**

1. **Charles Dickens’ tale of Ebenezer Scrooge has inspired us to use our purpose as a guide for living extraordinary lives since our early days in business.**

Dickens, Charles. *A Christmas Carol*. London: Chapman & Hall: 1843.

1. **While we do not know the author of the Begging Bowl story, we believe it to be an old Sufi parable.**
2. **One must-read recap on all of the research behind the study of happiness is Claudia Wallis’s Time article listed below. From interviewing key experts in the field, she deduces the three components of happiness as pleasure, engagement and meaning. In our opinion, Seligman described our typical hunt for a happy life best when he said, “…so many Americans build their lives around pursuing pleasure. It turns out that engagement and meaning are much more important.”**

Wallis, Claudia. “[The New Science of Happiness](http://www.time.com/time/magazine/article/0,9171,1015832,00.html).” Time Magazine, January 17, 2005.

Niemiec, Christopher, Ryan, Richard, and Deci, Edward. “The Path Taken: Consequences of Attaining Intrinsic and Extrinsic Aspirations in Post-College Life” *Journal of Research in Personality*. June 2009

**CHAPTER 14: LIVE BY PRIORITY**

1. Carroll, Lewis. *Alice’s Adventures in Wonderland*. Boston: The Colonial Press. International Pocket Library. 1939. Chapter 6, p.75
2. **Curious about the etymology of the word priority?**Block, Gertrude. *Legal Writing Advice: Questions and Answers*. United States: William S. Hein & Co: 2004.

*Merriam-Webster’s Dictionary of English Usage*. Merriam-Webster: United States, 1994, p.568, 771

*Webster’s Ninth New Collegiate Dictionary*. Merriam Webster: Springfield, MA. 1984 p.936

*Oxford Dictionary of English Etymology*. Edited by C.T. Onions; Oxford University Press: United States, 1996. p.710

“[Archive of your Etymology Questions](http://www.takeourword.com/et_n-p.html).” *Take Our Word For It*.

Safire, William. “[Pretexting](http://www.nytimes.com/2006/09/24/magazine/24wwln_safire.html).” *The New York Times*. September 24, 2006.

1. **We can’t promise that all of the research on hyperbolic discounting makes for an easy-to-understand read. However, if you’re interested in the topic, we recommend perusing the following:**

Loewenstein, George and Elster, Jon. *Choice Over Time*. Chapter 3. United States: Russell Sage Foundation. 1992.

Myerson, Joel and Green, Leonard. “Discounting of Delayed Rewards: Models of Individual Choice,” *Journal of the Experimental Analysis of Behavior*. 1995, 64, 263-276

Suvorov, Anton and Van de Ven, Jeroen, “Goal Setting as a Self-Regulation Mechanism.” *Centre for Economic and Financial Research at New Economic School*. Working Paper No. 122 October 7, 2008.

“[What does Hyperbolic Discounting Mean?”](http://frugaldad.com/2008/01/10/hyperbolic-discounting-trading-tomorrow-for-today/) *Frugaldad.com*. January 10, 2008.

1. **Want to achieve a goal? Visualize the process instead of just the outcome.**

Taylor, Shelley E., Pham, Lien B., Rivkin, Inna D., Armor, David A., “Harnessing the Imagination: Mental Stimulation, Self-Regulation and Coping.” *American Psychologist*. April 1998. p. 429-439.

1. **While neither Harvard nor Yale actually authored the infamous goal studies credited to their names in the 1950s, Dr. Gail Matthews, Professor of Psychology at the Dominican University of California actually did.**

Matthews, Gail. “[Brief Summary of Recent Goals Research](http://www.dominican.edu/academics/ahss/undergraduate-programs-1/psych/faculty/fulltime/gailmatthews/researchsummary2.pdf).” *Dominican University of California*.

“[Study Backs up Strategies for Achieving Goals](http://www.dominican.edu/dominicannews/study-backs-up-strategies-for-achieving-goals).” *Dominican University of California*.

1. **If you’re interested in reading up on the truthy, but not quite true Harvard and Yale goal-setting stories, we recommend you check out** [**this**](http://www.fastcompany.com/27953/if-your-goal-success-dont-consult-these-gurus) **article, not referenced in our book, but still a worthy read.**

Tabak, Lawrence. “[If Your Goal is Success, Don’t Consult These Gurus](http://www.fastcompany.com/27953/if-your-goal-success-dont-consult-these-gurushttp:/www.fastcompany.com/27953/if-your-goal-success-dont-consult-these-gurus).” *Fast Company*. Issue 06. December 1996.

**CHAPTER 15: LIVE FOR PRODUCTIVITY**

1. **We loved Margarita Tartakovsky’s quote enough to open the chapter with it. We think the article is worth checking out in its entirety too.**

Tartakovsky, Margarita. “[10 Traits of Highly Productive People](http://psychcentral.com/lib/2011/10-traits-of-highly-productive-people/).” *PsychCentral.* October 2011.

1. **Energy is a limited resource and must be managed. So time block.**

Levine, Robert. *A Geography of Time: The Temporal Misadventures of a Social Psychologist*. New York: Basic Books, 1997.

King, Stephen. *On Writing: A Memoir of the Craft*. New York: Scribner. 2000

Graham, Paul. “[Maker’s Schedule, Manager’s Schedule](http://www.paulgraham.com/makersschedule.html).” *PaulGraham.com*. July 2009.

1. **Like Jerry Seinfeld allegedly told aspiring comedian Brad Isaac, “Don’t break the chain!”**

Isaac, Brad. “[Jerry Seinfeld’s Productivity Secret](http://lifehacker.com/281626/jerry-seinfelds-productivity-secret).” *Life Hacker*. July 24, 2007.

1. **We found that many successful people already practice what we preach. A couple of our favorite examples of people who protect their time block can be found here:**

Silverstein, Josh. “[Ernest Hemingway Writing Habits](http://en.allexperts.com/q/Hemingway-Ernest-3413/writing-habits.htm).” *All Experts*. January 5, 2005.

Heath, Chip and Heath, Dan. *Switch: How to Change Things When Change is Hard*. United States of America: Broadway Books, a division of Random House. p.195

**CHAPTER 16: THE THREE COMMITMENTS**

1. **At the forefront of the research on mastery is the expert on performance, K. Anders Ericsson. He has done a tremendous amount of work on deliberate practice – we suggest reviewing these papers on the topic.**

Ericsson, K. Anders, Krampe, Ralf Th. And Tesch-Romer, Clemens. “The Role of Deliberate Practice in the Acquisition of Expert Performance.” *Psychological Review*. Vol. 100, No. 3, 1993. p.363-406

Ericsson, K. Anders. “[Expert Performance and Deliberate Practice: An updated Excerpt from Ericsson.](http://www.psy.fsu.edu/faculty/ericsson/ericsson.exp.perf.html)” 2000.

Leonard, George. *Mastery: The Key to Success and Long-Term Fulfillment*. Plume. 1992. p. 175

1. **Is your OK Plateau good enough, or do you want to break through to the next level? Joshua Foer’s article is an interesting account of how he broke through his OK Plateau to become a U.S.A Memory Champion.**

Foer, Joshua. “Secrets of a Mind-Gamer.” *The New York Times Magazine*. February 15, 2011.

1. **Accountability partners and coaches can help you succeed at a higher level.**

Ericsson, K. Anders, Roring, Roy W., Nandagopal, Kiruthiga. “Giftedness and evidence for reproducibly superior performance: an account based on the expert performance framework.” *High Ability Studies*. Vol 18, No1, June 2007, pp 3-56.

**CHAPTER 17: THE FOUR THIEVES**

1. **What would you do? Surprisingly, even seminary students lose focus on the things that really matter sometimes – like helping those in need.**

Darley, J. M., and Batson, C.D., "[From Jerusalem to Jericho: A study of Situational and Dispositional Variables in Helping Behavior](http://faculty.babson.edu/krollag/org_site/soc_psych/darley_samarit.html).” *JPSP*. 27, 1973. p. 100-108.

1. **We think that a great example of someone who understood why saying “no” was important was the late Steve Jobs.**

Gallo, Carmine. “[Steve Jobs and the Seven Rules of Success](http://www.entrepreneur.com/article/220515).” *Entrepreneur*. October 14, 2011.

“[Focusing is about saying no](http://www.youtube.com/watch?v=H8eP99neOVs).” *YouTube*. 3:06. Posted by Follettomalefico June 26, 2011.

1. **One life skill necessary for success is learning the art of saying “no.”**

Godin, Seth. “[Saying ‘no’](http://sethgodin.typepad.com/seths_blog/2009/05/saying-no.html)”. *Seth Godin’s Blog*. May 26, 2009.

Robinson, Louie. “Dr. Bill Cosby.” *Ebony*. Vol 32, No. 8. June 1977. p. 131-136.

1. **We loved Francis Ford Coppola’s quote about passion invoking chaos.**

“[Francis Ford Coppola – Irving G. Thalberg Award](http://www.oscars.org/awards/governors/2010/coppola.html).” *The Academy of Motion Picture Arts and Sciences*. 2010.

1. **Your mom was right: the people you surround yourself with matter.**

Bakker, Arnold B., Van Emmerik, Hetty, Euwema, Martin C., “Crossover of Burnout and Engagement in Work Teams.” *Work and Occupations*. Volume 33, Number 4. November 2006. P.464-489

Christakis, Nicholas A. and Fowler, James H. *Connected: The Surprising Power of Our Social Networks and How they Shape Our Lives*. New York: Little, Brown, and Company. 2009.

Altermatt, Ellen Rydell and Pomerantz, Eva. “The Implications of Having High-Achieving vs. Low-Achieving Friends: A Longitudinal Analysis.” *Social Development*. 14, 2005.

Christakis, Nicholas A. and Fowler, James H. “[The Spread of Obesity in a Large Social Network Over 32 Years](http://christakis.med.harvard.edu/pdf/publications/articles/078.pdf).” *The New England Journal of Medicine*. 2007 .357. P.370-39.

1. **Location, location, location! Your physical environment contributes to or detracts from your potential for success.**

Reid, Luc. “[Locations that Prevent Distractions](http://www.lucreid.com/?p=1064).” *LucReid.com - On Habits, Writing, Motivation, and Fulfillment*. November 16, 2009.

**CHAPTER 18: THE JOURNEY**

1. **The Native American tale about the Two Wolves is most often credited as a Cherokee legend.**

“[Two Wolves](http://www.firstpeople.us/FP-Html-Legends/TwoWolves-Cherokee.html).”

1. **Reasons to Avoid Wouldas, Couldas and Shouldas in Life:**

Ware, Bronnie. *The Top Five Regrets of the Dying*. Hay House. 2012

Gilovich, Thomas and Medvec, Victoria Husted. “The Experience of Regret: What, When, and Why.” *Psychological Review*. Vol. 102, No. 2. 1995. p.379-395.

1. **One of our favorite stories about a man, his son and a puzzle of the world can be found in a variety of spots around the Internet. One version of it can be found** [**here**](http://www.uniquebusinessdevelopment.com/toolkit/topics/m9e.htm)**.**