

Must Read Books

Recommended Reading for
Successful Practice Leaders

www.theparagonprogram.com



Ken Runkle

Founder & President, Paragon Management

Paragon Management is the nation's leading practice management firm with over 27 years of experience working exclusively with dentists.

Ken Runkle is founder and president of Paragon. He consults with hundreds of practices towards meeting their goals and creating financial independence. He speaks all over the country to organizations and study clubs on the science of profitability. Ken is a contributing author to Dental Economics as well as many online publications. He is America's profitability expert.

Check out these four Must Read Books from America's Profitability Expert, Ken Runkle:

As a service to Paragon clients, Ken regularly engages practice leaders with new books and resources to continually challenge and expand their thinking. Below are the latest recommendations with a brief note from Ken.

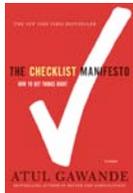


Must Read Books

Recommended Reading for Successful Practice Leaders

by **Ken Runkle – America's Profitability Expert™**

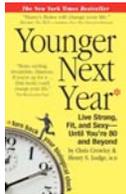
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The Checklist Manifesto: How to Get Things Right

by Atul Gawande

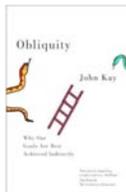
Ken's Note: The smarter you are, the more you need a checklist. Smart dentists will read this book and implement the strategies inside.



Younger Next Year: Live Strong, Fit, and Sexy - Until You're 80 and Beyond

by Chris Crowley and Henry S. Lodge

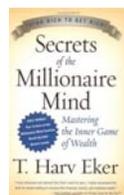
Ken's Note: Don't settle for the average life span. If you want to live a longer, more fulfilling life, read this book.



Obliquity: Why Our Goals Are Best Achieved Indirectly

by John Kay

Ken's Note: Goal achievement is the key to success. Learn how Merck, Disney and others got to #1 and how they fell from #1. This book is essential reading for practices seeking to go beyond setting goals to actually achieving them.



Secrets Of The Millionaire Mind: Mastering the Inner Game of Wealth

by T. Harv Eker

Ken's Note: Great dentists will not find true financial success until they master the inner game of wealth. This book puts you on the right path to one of the most important aspects of your life and practice.

Go for it!

– **Ken Runkle, America's Profitability Expert™**, is the founder and president of Paragon Management, Inc. and has been helping dental practices reach peak profitability for twenty-five years.