The Top Ten Best NLP Books For Business

1. 'NLP at Work'
Sue Knight
Publisher: Nicholas Brealey Publishing; 3rd Edition edition (10 Nov 2009)
ISBN-10: 1857885295

What the voters said:
"I took 12 books from the shelves in the bookshop, this was my selection of all of them and what started me on the road to a new career and a new life." Dean Hutchinson
"It is the most user friendly of all the business NLP books I've read". Gene Early
"It was the 1st Edition (all those years ago) that gave me inspiration to do things differently but my boss didn't so I left." Edmond T Sadowski

I've been recommending this book for many years and it's become something of a classic. With the publication of the updated 3rd Edition last year, I recommend that even if you've read it before you revisit this book. It's packed with practical examples and useful tips.

2. 'Words that Change Minds'
Shelle Rose Charvet
Publisher: Kendall/Hunt Publishing Co ,U.S.; 2nd Revised edition edition (1 April 1997)
ISBN-10: 0787234796

What the voters said:
"The best explanation of Meta Programmes out there." David Klaasen
"Brilliant explanation and application of meta-programmes" Michael Whitcroft

A classic for anyone who wants to master the art of adapting their communication style to suit the processing style of others. This book is a companion to the LAB profile and a good guide to the whole idea of metaprogrammes and how to use them. It is written in an informal and accessible style and does not presuppose any knowledge of NLP.

3. 'NLP for Dummies'
Romilla Ready and Kate Burton
Publisher: John Wiley & Sons (2 April 2004)
ISBN-10: 0764570285

What the voters said:
"Easy to follow, liked the workbook" Joe Faga
"Simple and straightforward. Easy to dip into." June Whittle

What I really appreciate in this book is the chunking and layout. It has strong visual appeal and is easy to dip in and out of. It combines simple explanations of key concepts with fun activities and examples. As with most other NLP books, it covers a lot of information and would be a useful reference for practitioner training and beyond. It also contains useful resource guides at the end.

4. 'NLP in Business'
Peter Freeth
Publisher: Communications In Action (April 30, 2008)
ISBN-10: 0954574834

What the voters said:
"Completeness of information. Practical hints". Adriano De Matteis

I hadn't read Peter's book before conducting this survey but now I'll be adding it to my list of recommended reading. It's applicable to almost any profession and a useful resource for examples of how to use NLP to build effective business relationships.

5. Persuasion Engineering
Richard Bandler & John La Valle
Publisher: M E T a Publications; 1 edition (May 1996)
ISBN-10: 0916990362

What the voters said:
"Original material, and high quality, in respect of what was published before". Adriano De Matteis

This has to be the best book about NLP for salespeople! I remember that when I first read this I just couldn't put it down. It's a wonderful exploration of communication, conversational elicitation of values and beliefs, sales techniques and so on as well as being an entertaining history of some of Bandler's own experiences.

6. NLP Business Masterclass
David Molden
Publisher: FT Press; 2 edition (January 24, 2009)
ISBN-10: 0273707906

What the voters said:
"Very practical" David Klaasan

This is another one that I hadn't read before and again, I'll be adding it to my list of recommended books. What David has provided here is a valuable collection of case studies and useful applications of NLP principles to the 'big picture' of business rather than the individual level. The diversity of contributors also lends depth to the content.

7. People, Pattern, Power
Maryline Woodsmall & Wyatt Woodsmall
Publisher: Next Step Pr (January 1999)
ISBN-10: 1892876000

What the voters said:
"I like this book for the use of metaprograms in different types of business" Neil Garland
I hadn't come across this one before – I knew that there would be some good books I'd missed and this is a great example. If you are looking for more on metaprogrammes, this is a useful addition to any collection.

8. Business NLP for Dummies
Lynne Cooper
Publisher: For Dummies (January 27, 2009)
ISBN-10: 0470697571

None of the voters left a comment about this one.

I was surprised that this one didn't come higher up the list. It has all the features we love in the 'dummies' books – clear chunking, examples, exercises and high visual appeal – and it's an intelligent guide to using NLP in business. Maybe it's been overlooked because of the huge success of 'NLP for Dummies'? If you haven't read it – I recommend it.

9. Presenting Magically
Tad James
Publisher: Crown House Publishing (May 2001)
ISBN-10: 1899836527

What the voters said:
"This book changed the way I trained" Tim Hazel

I did NLP Trainers' Training with Tad many years ago and it was a great programme. This book is based on the foundation principles of that course and is a useful resource, not just for trainers but also for anyone making business presentations.

10. Ahead of the Game
Jeremy Lazarus
Publisher: Ecademy Press (20 Nov 2006)
ISBN-10: 1905823096

What the voters said:
"Excellent Application of NLP in Sport" Joan Lawrence

I'm not quite sure how this one turned up in the top ten NLP books for business, but I'm sure that Jeremy would be the first to remind me that what works in sport often works in business too!

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