

Personality Types and Marketing Practices

Roy Smith

Source of Strength

Taking in Information

How decisions are made

Orientation to the world

Combating Personality Paralysis

ONLINE RESOURCES

- www.kiersey.com
- www.humanmetrics.com
- www.soyroy.com
- roy@soyroy.com

Books

Type Talk, Kroeger and Thuesen
Please Understand Me. Kiersey & Bates
Please Understand Me II, Kiersey
Nurture by Nature, Ellovich
What Will I Do With My Money? Linder