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