

BROWSE & BREW

A Letter from the OFPSA President

by Tracy L. Drumm
OFPSA President

President of OFPSA

TRACY L. DRUMM

Office of
Steven H. Dayan, MD, FACS

Contact Tracy at:
312.335.1700
tracy@drdayan.com



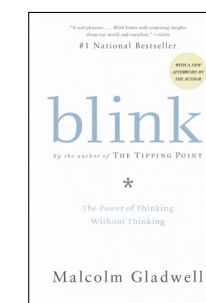
Whether on your next long flight or simply enjoying a quiet evening at home, I encourage you to explore the lessons and journeys awaiting you in these books. The various topics will challenge the way you think, provide tips to help you work smarter not harder and even help overcome personal obstacles. Grab your Kindle, NOOK, iPad or even (gasp) a paperback and let the quest begin.

{ The OFPSA's TOP 10 Reading List }

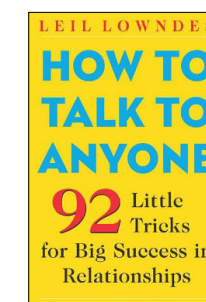
This fall, the Officers of the Organization of Facial Plastic Surgery Assistants gathered in the back of a large, chilly hall in sunny San Francisco. Sitting behind a sea of eager minds, we gleefully listened to the booming voices of the many industry experts. As their pearls echoed throughout the convention center, a theme began to emerge within the advice. In addition to the technical guidance offered, nearly all of our speakers

recommended a book that had impacted their practice, business or personal life.

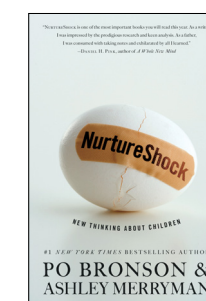
Juxtaposing the notes of the officers, we compiled a recommended reading list from the 2011 annual conference. The "OFPSA Top 10 Reading List" has turned the words from our expert faculty into permanent advice that can now be shared with future members and colleagues.



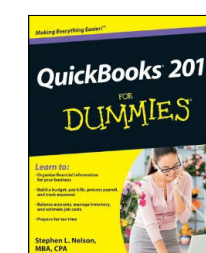
BLINK: The Power of Thinking Without Thinking
by Malcolm Gladwell



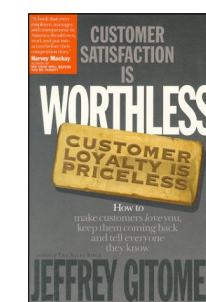
HOW TO TALK TO ANYONE:
92 Little Tricks for Big Success in Relationships
by Leil Lowndes



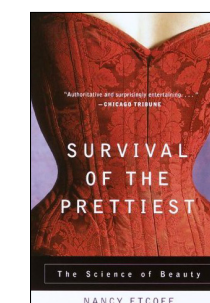
NURTURESHOCK:
New Thinking About Children
by Po Bronson and Ashley Merryman



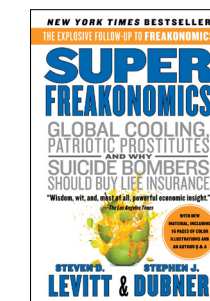
QUICKBOOKS 2011 FOR DUMMIES
by Stephen Nelson



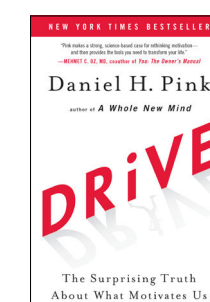
CUSTOMER SATISFACTION IS WORTHLESS, CUSTOMER LOYALTY IS PRICELESS:
How to Make Them Love You, Keep You Coming Back, and Tell Everyone They Know
by Jeffery Gitomer



SURVIVAL OF THE PRETTIEST:
The Science of Beauty
by Nancy Etcoff



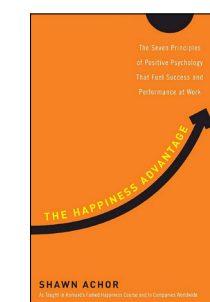
SUPER FREAKONOMICS:
Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance
by Steven D. Levitt and Stephen J. Dubner



DRIVE: The Surprising Truth About What Motivates Us
by Daniel H. Pink



WHO: The 'A' Method to Hiring
by Geoff Smart and Randy Street



THE HAPPINESS ADVANTAGE: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work
by Shawn Achor