



Dave Santrella

Discover the books he
loves & thinks you will too!



He's President of Broadcast Media of Salem Communications and a veteran broadcaster (serving as GM for WYLL-Chicago before moving to Camarillo). Adding a Christian broadcaster's voice to the table, Dave also serves on the Executive Committee of the NAB.

But most important of all, Dave Santrella is an unabashed enthusiast for the impact of Christian radio, often quick to recall listening to programs as a young married, influenced by that instruction in raising, with wife, Barbara, their four children.

When he's not working, Dave enjoys most spending time with his wife (they're known to jump in the car and follow their noses wherever the road takes them) ... and catching up with those now-grown kids by phone and with trips to Chicago and Austin as often as possible.

1. **The Bible, God.** I know it's obvious but, c'mon! It's life's instruction manual.
2. **Losers and Winners, Saints and Sinners, Greg Laurie.** Continues to remind me that there is hope regardless off how we started or where we are.
3. **The 21 Irrefutable Laws of Leadership, John C. Maxwell.** A great book for leading a company or your family.
4. **Death by Meeting, Patrick Lencioni.** A book that has transformed how I look at the meetings I lead.
5. **The 5 Temptations of a CEO, Patrick Lencioni.** I refer back to this book frequently as a checklist on "what not to do."
6. **The Oz Principle, Roger Connors, Tom Smith, Craig Hickman.** From a business perspective, the most transformative book of my career.
7. **Laugh Again, Experience Outrageous Joy, Chuck Swindoll.** I read this book years ago and it never left me. I still use the principles of the book to this day.
8. **The Greatest Salesman in the World, Og Mandino.** One of the very first books I read in my professional career. Og Mandino's personal story inspired me.
9. **Trout on Strategy, Jack Trout.** The very best book on strategy.
10. **First, Break All the Rules, Marcus Buckingham, Curt Coffman.** First book I read when I moved into management. I use the principles of it daily.