

FLORET ONLINE WORKSHOP

RECOMMENDED READING

FLORAL DESIGN BOOKS

- *Arranging Flowers* by Martha Stewart
- *The Art of Wearable Flowers: Floral Rings, Bracelets, Earrings, Necklaces, and More* by Susan McLeary
- *Floret Farm's A Year in Flowers: Designing Gorgeous Arrangements for Every Season* by Erin Benzakein with Jill Jorgensen and Julie Chai
- *Flowers for the Table: Arrangements and Bouquets for All Seasons* by Ariella Chezar
- *The Flower Recipe Book* by Alethea Haramopolis and Jill Rizzo
- *The Flower Workshop: Lessons in Arranging Blooms, Branches, Fruits, and Foraged Materials* by Ariella Chezar
- *Life in the Studio: Inspiration and Lessons on Creativity* by Frances Palmer
- *Martha's Flowers: A Practical Guide to Growing, Gathering, and Enjoying* by Martha Stewart with Kevin Sharkey
- *On Flowers: Lessons from an Accidental Florist* by Amy Merrick
- *Seasonal Flower Arranging: Fill Your Home with Blooms, Branches, and Foraged Material All Year Round* by Ariella Chezar

FLOWER GROWING BOOKS

- *In Bloom: Growing, Harvesting & Arranging Homegrown Flowers All Year Round* by Clare Nolan
- *The Compleat Squash: A Passionate Grower's Guide to Pumpkins, Squash, and Gourds* by Amy Goldman
- *Cool Flowers: How to Grow and Enjoy Long-Blooming Hardy Annual Flowers Using Cool Weather Techniques* by Lisa Mason Ziegler
- *The Cutting Garden: Growing and Arranging Garden Flowers* by Sarah Raven
- *Dahlia Breeding for the Farmer-Florist and the Home Gardener: A Step by Step Guide to Hybridizing New Dahlia Varieties from Seed* by Kristine Albrecht
- *Daffodils for North American Gardens* by Brent and Becky Heath
- *David Austin's English Roses* by David Austin
- *Discovering Dahlias: A Guide to Growing and Arranging Magnificent Blooms* by Erin Benzakein with Jill Jorgensen and Julie Chai
- *The English Roses: Classic Favorites and New Selections* by David Austin
- *100 English Roses for the American Garden* by Clair G. Martin
- *Floret Farm's Cut Flower Garden: Grow, Harvest & Arrange Stunning Seasonal Blooms* by Erin Benzakein with Julie Chai

FLOWER GROWING BOOKS CONTINUED

- *Flower Confidential: The Good, the Bad, and the Beautiful* by Amy Stewart
- *The Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers, 2nd Edition* by Lynn Byczynski
- *The Flower Farmer's Year: How to Grow Cut Flowers for Pleasure and Profit* by Georgie Newbery
- *Grow Your Own Cut Flowers* by Sarah Raven
- *Holland Bulb Forcer's Guide* by Dr. August De Hertogh
- *The Land Gardeners: Cut Flowers* by Bridget Elworthy and Henrietta Courtauld
- *Local Color: Growing Specialty Cut Flowers* by Frank and Pamela Arnosky
- *Peony: The Best Varieties for Your Garden* by David C. Michener and Carol A. Adelman
- *Postharvest Handling of Cut Flowers and Greens: A Practical Guide for Commercial Growers, Wholesalers, and Retailers* by Association of Specialty Cut Flower Growers
- *Specialty Cut Flowers: The Production of Annuals, Perennials, Bulbs, and Woody Plants for Fresh and Dried Cut Flowers* by Allan Armitage and Judy Laushman
- *Sweet Peas: An Essential Guide* by Roger Parsons
- *Tulips for North American Gardens* by Brent and Becky Heath
- *We're Gonna Be Rich! Growing Specialty Cut Flowers for Market* by Frank and Pamela Arnosky
- *Woody Cut Stems for Growers and Florists: Production and Post-Harvest Handling of Branches for Flowers, Fruit, and Foliage* by Lane Greer and John M. Dole

GENERAL GARDENING BOOKS

- *The Bold and Brilliant Garden* by Sarah Raven
- *The Complete Gardener: A Practical, Imaginative Guide to Every Aspect of Gardening* by Monty Don
- *Gardening 101: Learn How to Plan, Plant, and Maintain a Garden* by Martha Stewart
- *The Jewel Garden* by Monty and Sarah Don
- *Martha Stewart's Gardening: Month by Month* by Martha Stewart
- *No Dig Organic Home & Garden: Grow, Cook, Use & Store Your Harvest* by Charles Dowding and Stephanie Hafferty
- *The Private World of Tasha Tudor* by Tasha Tudor and Richard Brown
- *The Thoughtful Gardener: An Intelligent Approach to Garden Design* by Jinny Blom
- *Tasha Tudor's Garden* by Tovah Martin

ORGANIC FARMING BOOKS

- *An Agricultural Testament* by Sir Albert Howard
- *Building Soil: A Down-to-Earth Approach* by Elizabeth Murphy
- *Compact Farms: 15 Proven Plans for Market Farms on 5 Acres or Less; Includes Detailed Farm Layouts for Productivity and Efficiency* by Josh Volk

ORGANIC FARMING BOOKS CONTINUED

- *Crop Planning for Organic Vegetable Growers* by Frederic Theriault and Daniel Brisebois
- *Farming with Native Beneficial Insects: Ecological Pest Control Solutions* by Xerces Society
- *Four-Season Harvest: Organic Vegetables from Your Home Garden All Year Long* by Eliot Coleman
- *Greenhouse and Hoophouse Grower's Handbook: Organic Vegetable Production Using Protected Culture* by Andrew Mefferd
- *The Hoophouse Handbook: Growing Produce and Flowers in Hoophouses and High Tunnels* by Growing for Market
- *The Lean Farm: How to Minimize Waste, Increase Efficiency, and Maximize Value and Profits with Less Work* by Ben Hartman
- *The Market Gardener: A Successful Grower's Handbook for Small-Scale Organic Farming* by Jean-Martin Fortier
- *The New Organic Grower: A Master's Manual of Tools and Techniques for the Home and Market Gardener* by Eliot Coleman
- *The Organic Farmer's Business Handbook: A Complete Guide to Managing Finances, Crops, and Staff—and Making a Profit* by Richard Wiswall
- *The Organic No-Till Farming Revolution: High-Production Methods for Small-Scale Farmers* by Andrew Mefferd
- *The Secret Life of Compost: A Guide to Static-Pile Composting - Lawn, Garden, Feedlot or Farm* by Malcolm Beck
- *Worms Eat My Garbage: How to Set Up and Maintain a Worm Composting System* by Mary Appelhof

MOTIVATIONAL & PERSONAL DEVELOPMENT BOOKS

- *Big Magic: Creative Living Beyond Fear* by Elizabeth Gilbert
- *Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone* by Brené Brown
- *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead* by Brené Brown
- *The Desire Map: A Guide to Creating Goals with Soul* by Danielle LaPorte
- *Everything is Figureoutable* by Marie Forleo
- *Fire Starter Sessions: A Soulful + Practical Guide to Creating Success on Your Own Terms* by Danielle LaPorte
- *Rising Strong: How the Ability to Reset Transforms the Way We Live, Love, Parent, and Lead* by Brené Brown
- *Turning Pro: Tap Your Inner Power and Create Your Life's Work* by Steven Pressfield and Shawn Coyne

BUSINESS & LEADERSHIP BOOKS

- *The Advantage: Why Organizational Health Trumps Everything Else In Business* by Patrick M. Lencioni
- *The Earth in Her Hands: 75 Extraordinary Women Working in the World of Plants* by Jennifer Jewel

BUSINESS & LEADERSHIP BOOKS CONTINUED

- *Getting Things Done: The Art of Stress-Free Productivity* by David Allen
- *In the Company of Women: Inspiration and Advice from Over 100 Makers, Artists, and Entrepreneurs* by Grace Bonney
- *Lean In: Women, Work, and the Will to Lead* by Sheryl Sanberg
- *The Martha Rules: 10 Essentials for Achieving Success as You Start, Build, or Manage a Business* by Martha Stewart
- *Strengths Based Leadership: Great Leaders, Teams, and Why People Follow* by Tom Rath and Barry Conchie
- *StrengthsFinder 2.0* by Tom Rath
- *Women Don't Ask: The High Cost of Avoiding Negotiation—and Positive Strategies for Change* by Linda Babcock

MARKETING BOOKS & RESOURCES

- *Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level* by Ryan Levesque
- *Blue Ocean Shift: Beyond Competing - Proven Steps to Inspire Confidence and Seize New Growth* by W. Chan Kim and Renee Mauborgne
- *Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant* by W. Chan Kim and Renee Mauborgne
- *Fascinate: How to Make Your Brand Impossible to Resist* by Sally Hogshead
- *How the World Sees You: Discover Your Highest Value Through the Science of Fascination* by Sally Hogshead
- *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* by Gary Vaynerchuk
- *Marie Forleo's blog* | www.marieforleo.com
- *The Practice: Shipping Creative Work* by Seth Godin
- *Purple Cow: Transform Your Business By Being Remarkable* by Seth Godin

PARENTHOOD BOOKS

- *The Creative Family Manifesto: Encouraging Imagination and Nurturing Family Connections* by Amanda Blake Soule
- *The Rhythm of Family: Discovering a Sense of Wonder Through the Senses* by Amanda Blake Soule