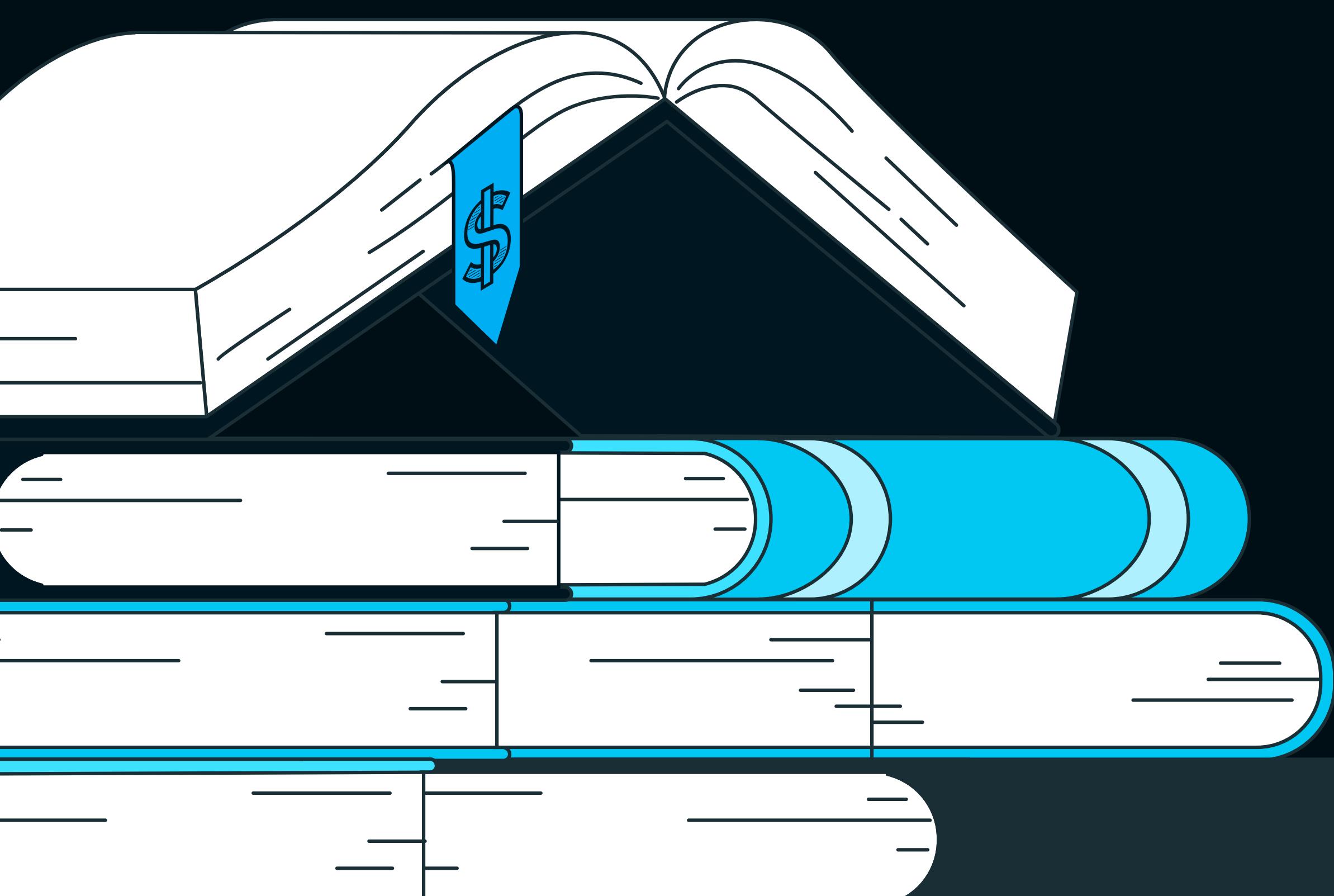


alux.com

READING LIST

**100 Best Life, Success &
Wealth Books Future Billionaires™
should read**





Welcome!

We found that every book we read increased our wealth by 1-3%. It doesn't sound much if and it's barely noticeable if you'll only read 1 or 2 books, but for us, this collection right here has been the cornerstone of all the wealth we have built. The knowledge from these books compounds one on top of the other building frameworks for better decision-making.

These are the books that we've gotten the highest ROI from and have impacted our actions and worldviews the most.

If you want to thank us for putting this list together, please give The Future Billionaire Podcast a 5 star review on [Apple Podcasts](#) or [Spotify](#) - it's a 10-second task that helps to support the show and it'll make us very happy.

We hope you'll find as much gold as we did in these books!

Emil Anton | Founder & CEO of ALUX Inc

PS – if you find this list useful and want to share it with a friend, just direct them to alux.com/100books and they can get their own copy for free.



alux.com

How to read 3x faster & 10 time more

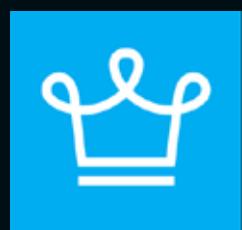
The average CEO reads 50+ books per year.

The average person barely reads 1.

The first group earns on average 185 times more than the average worker. Coincidence? Don't think so.

The average person thinks of reading as an inferior form of entertainment while high achievers look at them as the fastest way to get ahead in life.

For just \$20 you get to absorb in just a few hours all the knowledge someone has worked hard to accumulate, simplify, and format in their entire lives. There's no better return for your time.



Kindle

Buying a Kindle is one of the best purchases we've ever made. If you want to read more, you need to get one. Books on Kindle are usually 30% up to 90% cheaper than the Print Versions, they're delivered instantly rather than waiting for postage, you can carry an entire library in your pocket and you can read a free sample of every book on your device before purchasing.

Plus if you lose or upgrade your Kindle, you can just immediately load all your purchases onto a new device from the Amazon cloud. The basic Kindle is more than good enough and you'll make your money back on cheaper books within 6 months, but the Paperwhite and Colorsoft are both worth it if you can spare the cash.

[Shop Kindle \(\\$109.99\)](#)

[Shop Kindle Paperwhite \(\\$159.99\)](#) - This is the one we have

[Shop Kindle Colorsoft \(\\$279.99\)](#)

Audible

Outside of the Alux app this is probably the most important membership to have. For \$14.95 per month, you get 1 credit which you can use on any audiobook, even if the book is \$30 it only costs 1 credit. The easiest way to consume books on the go, Audible syncs across all your devices, has an amazing mobile app and gives you access to everything on Amazon for half the price of a Netflix membership.

Audible has been a long-lasting partner of Alux so there's a special offer here for you: if you go to alux.com/freebook and this is the first time you're joining, you'll get one audiobook for free. Cancel any time within 30 days and you'll pay nothing, plus you get to keep the book.

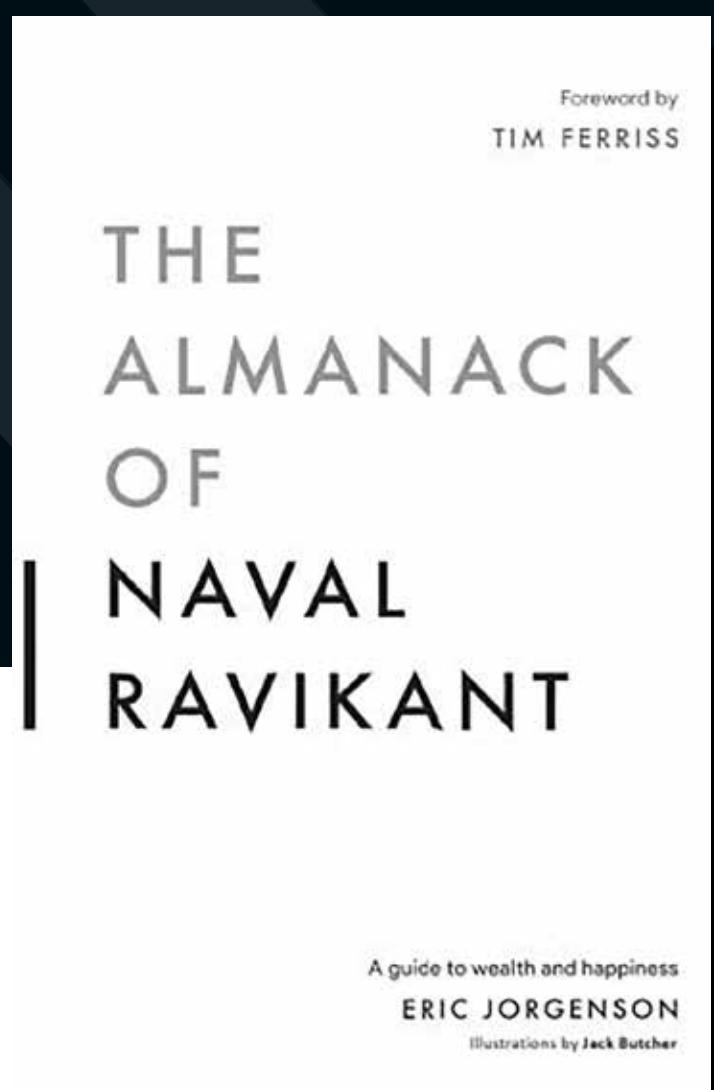
The Alux secret to reading faster/more:

What we do is we have both the physical book/eReader & the audiobook. We play the audiobook at 1.4x the narration speed in our headphones and follow along the text. At 1.4x it's faster than our current reading speed and still going through the text allows us to retain just as much information as we would do normally.

This cuts down a 6-hour book to only 4h of reading and listening time.

If you've always found it hard to read or to focus, we found that mixing the two clears away any brain fog and fatigue because someone else is reading to you and your only job is to get the value out.

MUST READS



[BUY ON AMAZON](#)

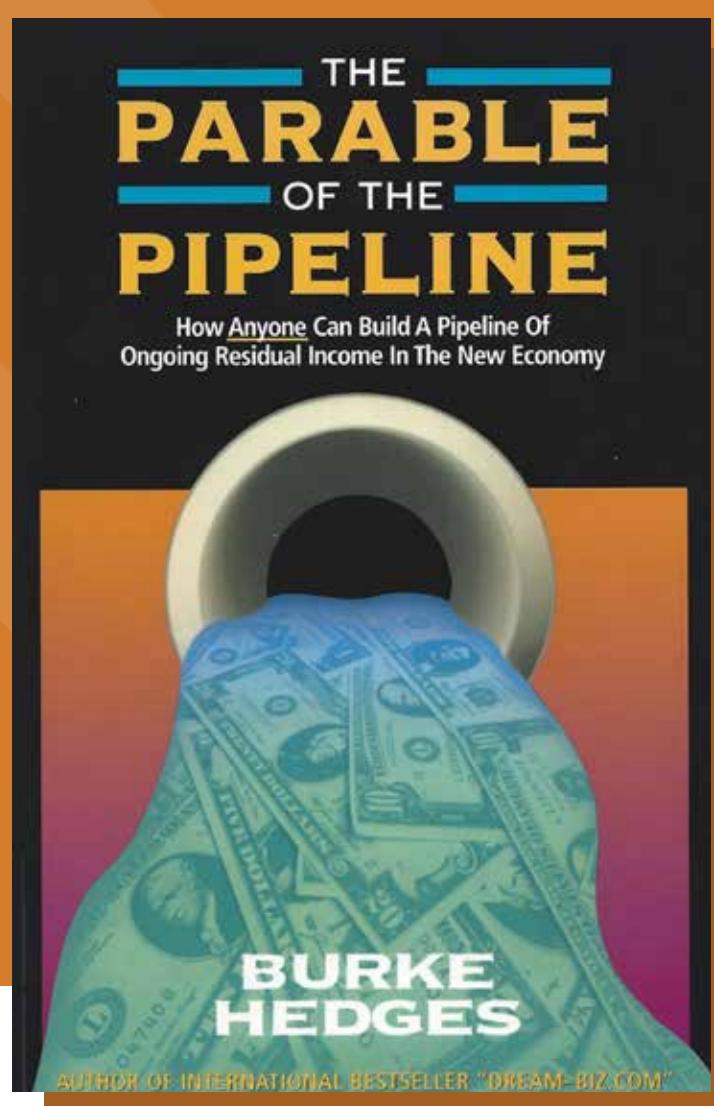
Eric Jorgenson

The Almanack of Naval Ravikant

Naval Ravikant is one of the mentors who have altered how we look at money & life the most. This is a collection of his most valuable nuggets of gold.

"Read it when you don't understand why you're not rich, happy, or successful."

MUST READS



[BUY ON AMAZON](#)

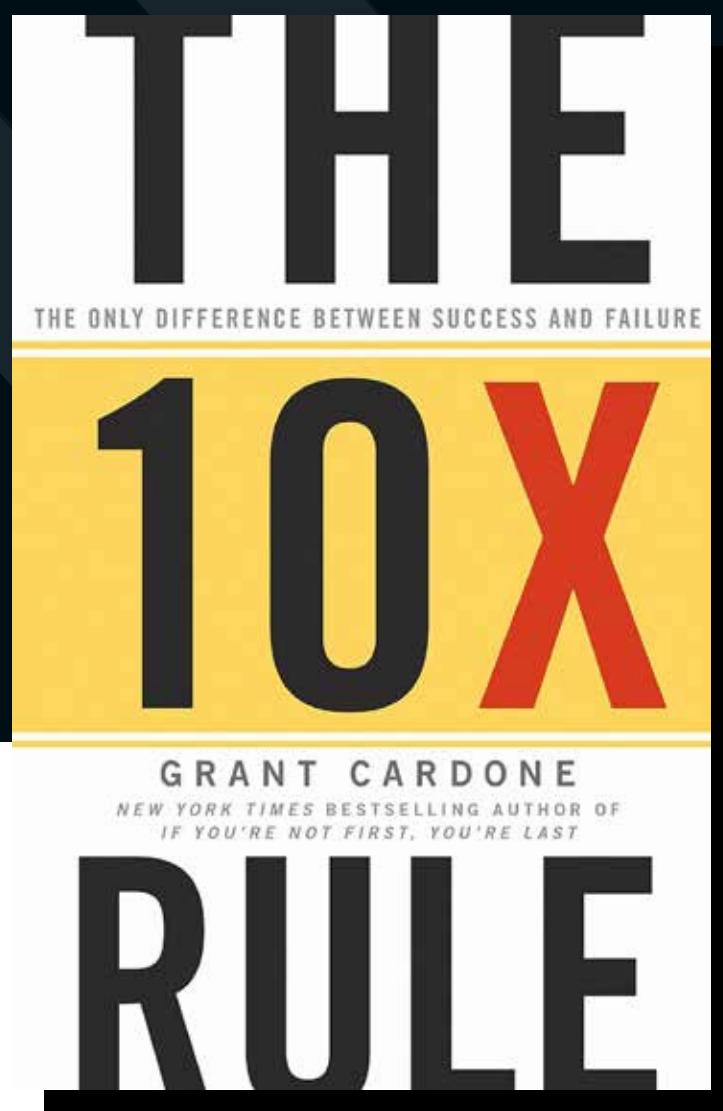
Burke Hedges

The Parable of the Pipeline: How Anyone Can Build a Pipeline of Ongoing Residual Income in the New Economy

This 40 minute read is the simplest way we can explain how to build wealth. We've gifted this book to everyone curious about money.

"This 40 minute read is the simplest way we can explain how to build wealth. We've gifted this book to everyone curious about money."

MUST READS



[BUY ON AMAZON](#)

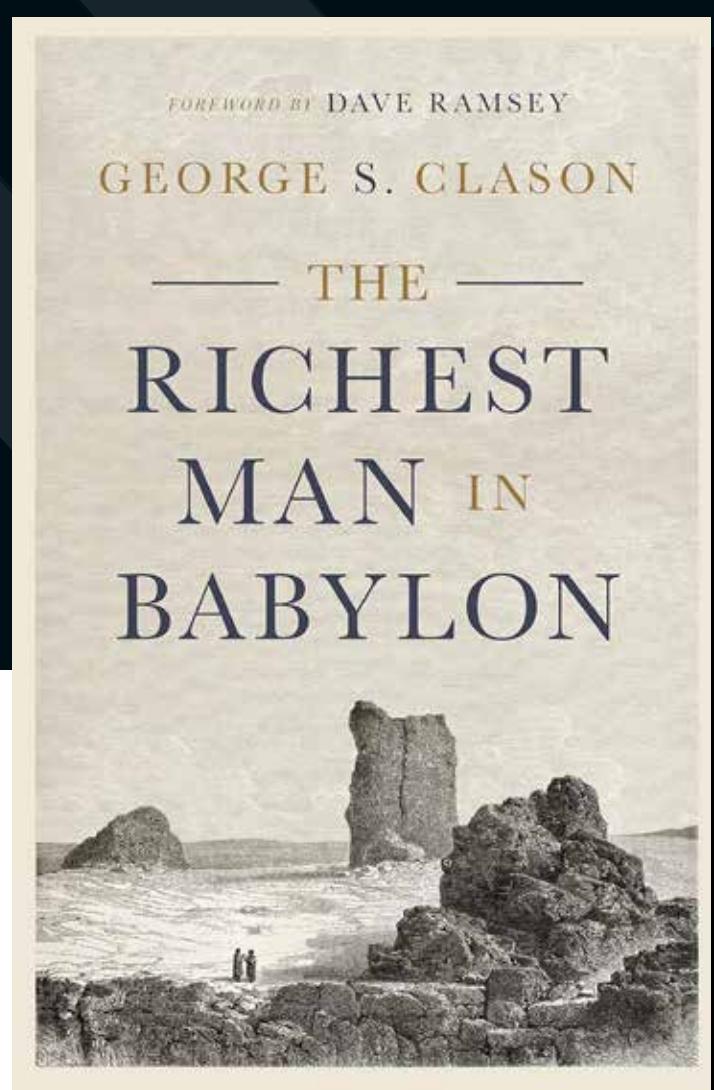
Grant Cardone

The 10x Rule: The Only Difference Between Success and Failure

We re-listen to this book every 2 years. It helps us realign our expectations of just how much bigger we need to think to get to the next level.

Read it when you feel like you're not getting your breakthrough.

MUST READS



[BUY ON AMAZON](#)

George S. Clason

The Richest Man in Babylon

Timeless money principles that will tattoo discipline into your financial DNA.

Read it early in your wealth journey — before or just after you start making real money.

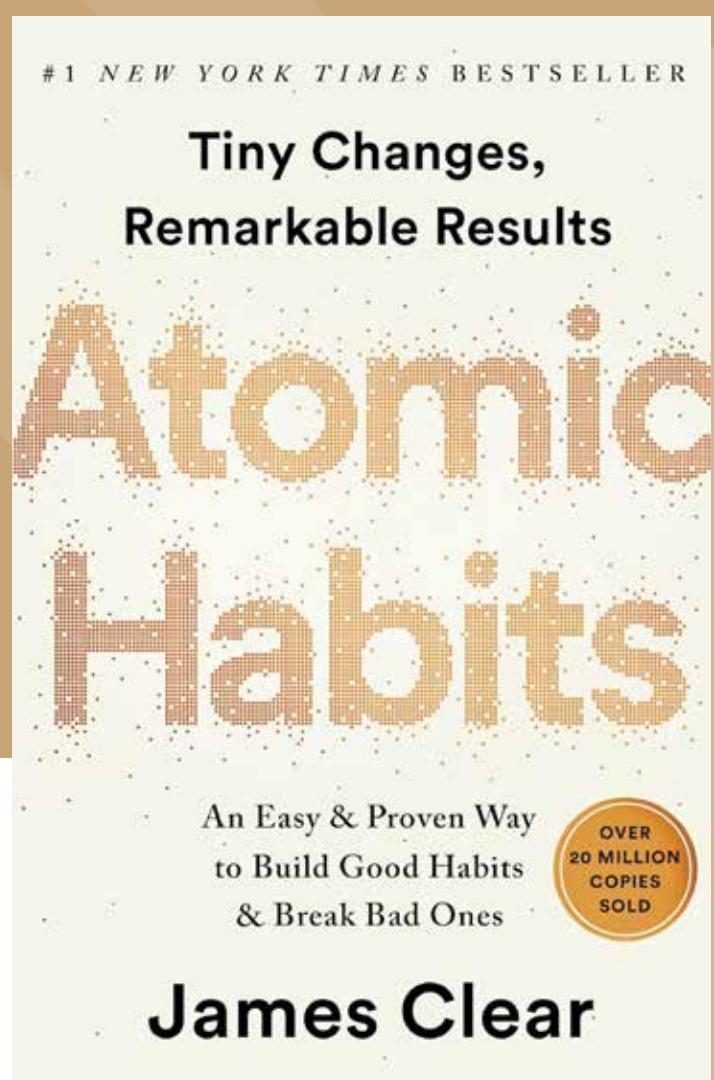


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**We haven't grouped
the rest on purpose.**

**Read through the
titles and the short
descriptions and pick
the ones that you need
right now knowing you
can always return to
the list in the future.**

**Save the document
somewhere safe.**



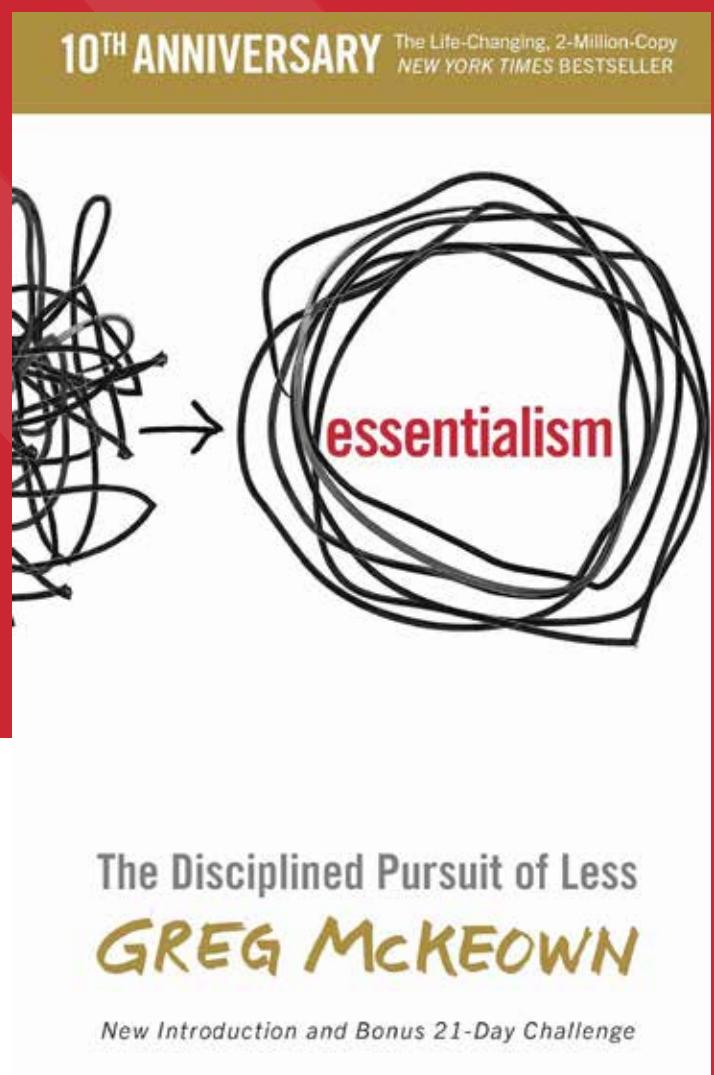
[BUY ON AMAZON](#)

James Clear

Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones

If you want to change your life you need to change what you do on a daily basis. A simple framework for compound behavioral transformation.

“Read it when consistency becomes more important than motivation.



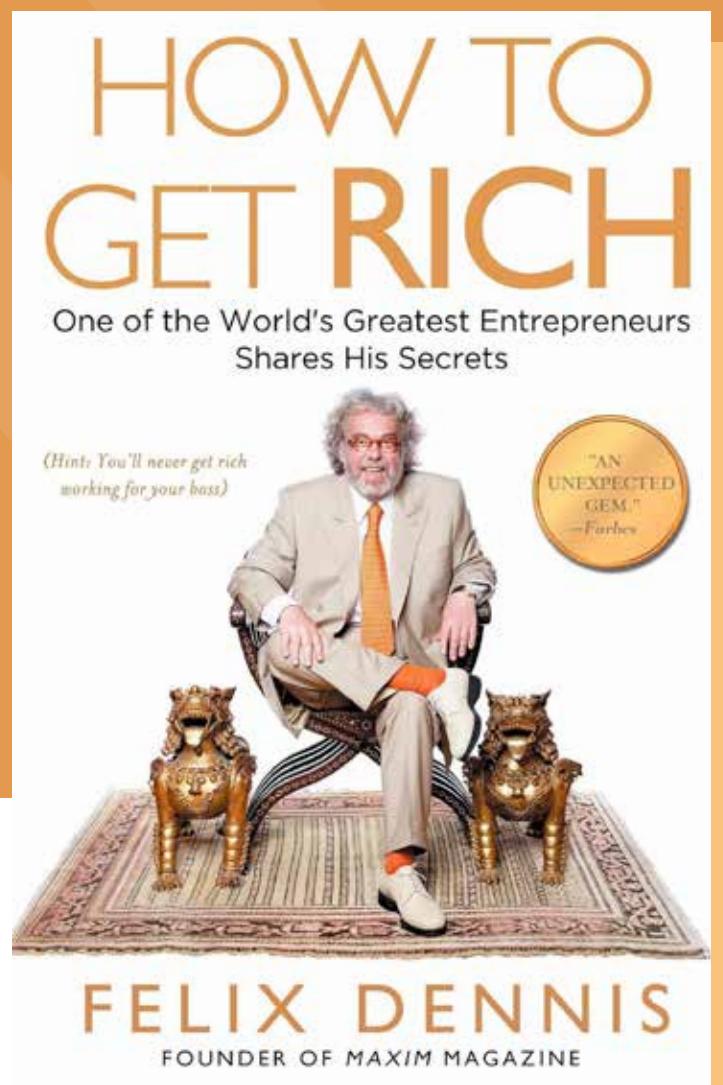
[BUY ON AMAZON](#)

Greg McKeown

Essentialism: The Disciplined Pursuit of Less

A guide to doing less, but better, because we know you can't control pursuing all those distractions disguised as opportunities.

“Read it when you're overwhelmed or distracted and are ready to focus again.



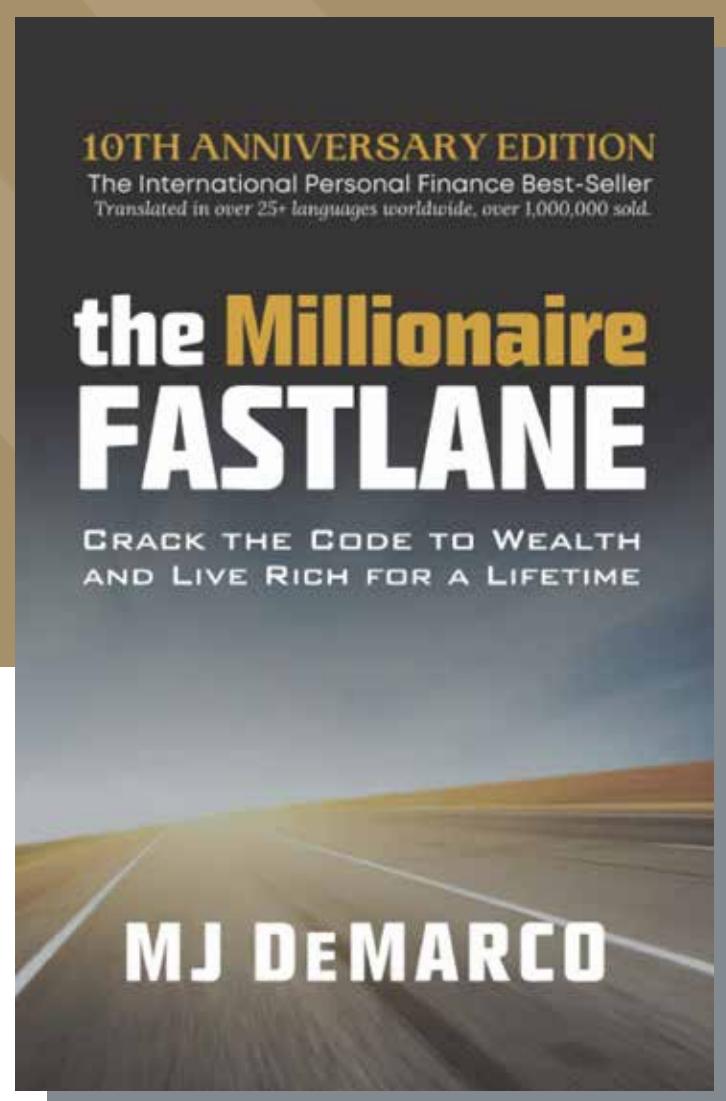
[BUY ON AMAZON](#)

Felix Dennis

How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets

Cheesy title, but brilliant book. A brutally honest billionaire's guide to building real wealth. You're not gonna like a lot of the things you read in this book, especially about how aggressive you have to be to get to extreme levels of wealth.

"Read it when you're done pretending and ready for the brutal truth."



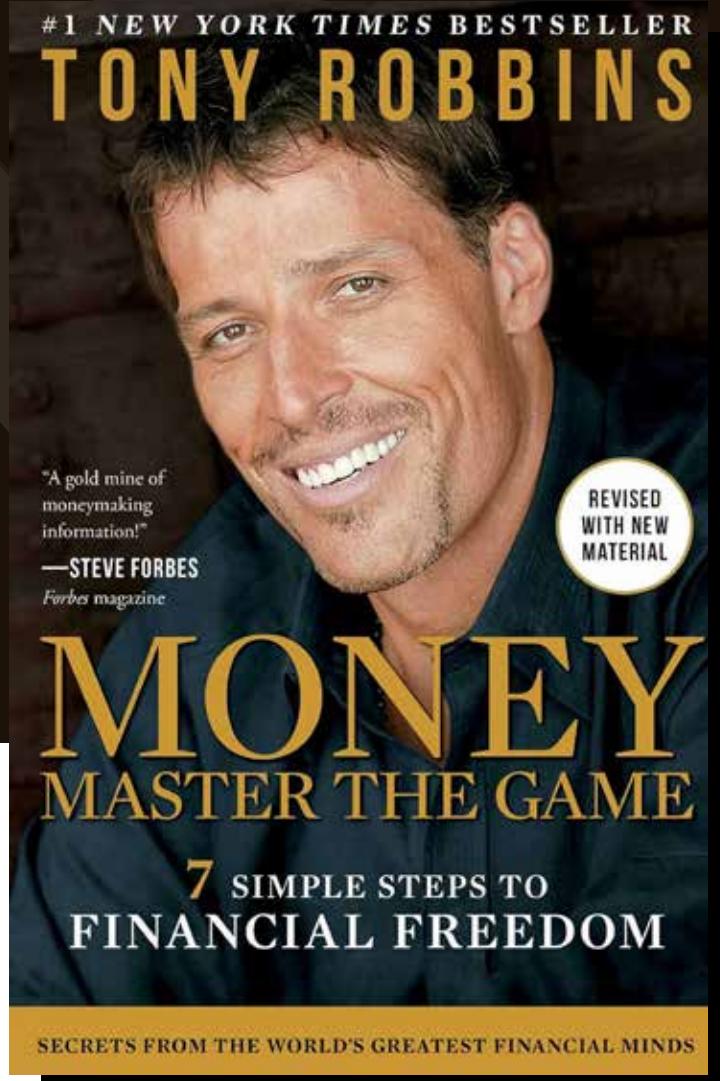
[BUY ON AMAZON](#)

MJ DeMarco

The Millionaire Fastlane: Crack the Code to Wealth and Live Rich for a Lifetime

Burns the slow-lane wealth myth to the ground and shows you the road to exponential wealth. If you can't "save money" or "budget" to save your life, this is the book for you.

"Read it when you're ready to go off-script and build your own empire."

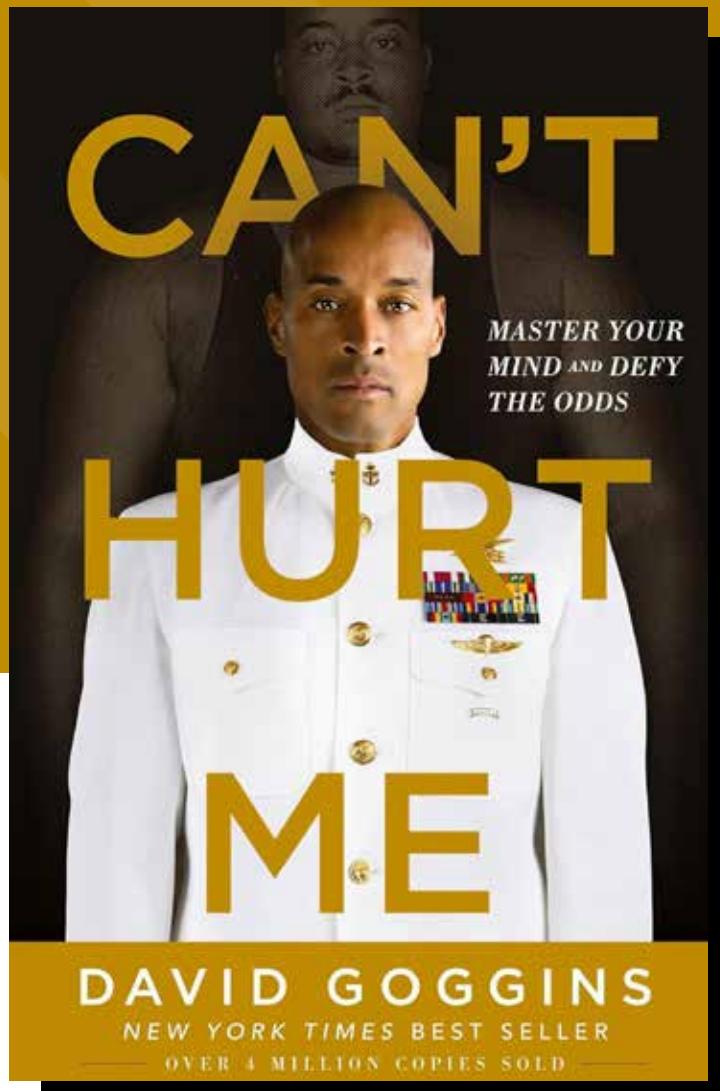


[BUY ON AMAZON](#)

Tony Robbins
**Money: Master the Game:
7 Simple Steps to Financial
Freedom**

The ultimate wealth-building playbook simplified through the minds of billionaires. **Tony is the GOAT.** Because of that he has access to the people at the very top of the foodchain. We gifted this book to our father.

"Read it once you're earning well and want to start investing smart."

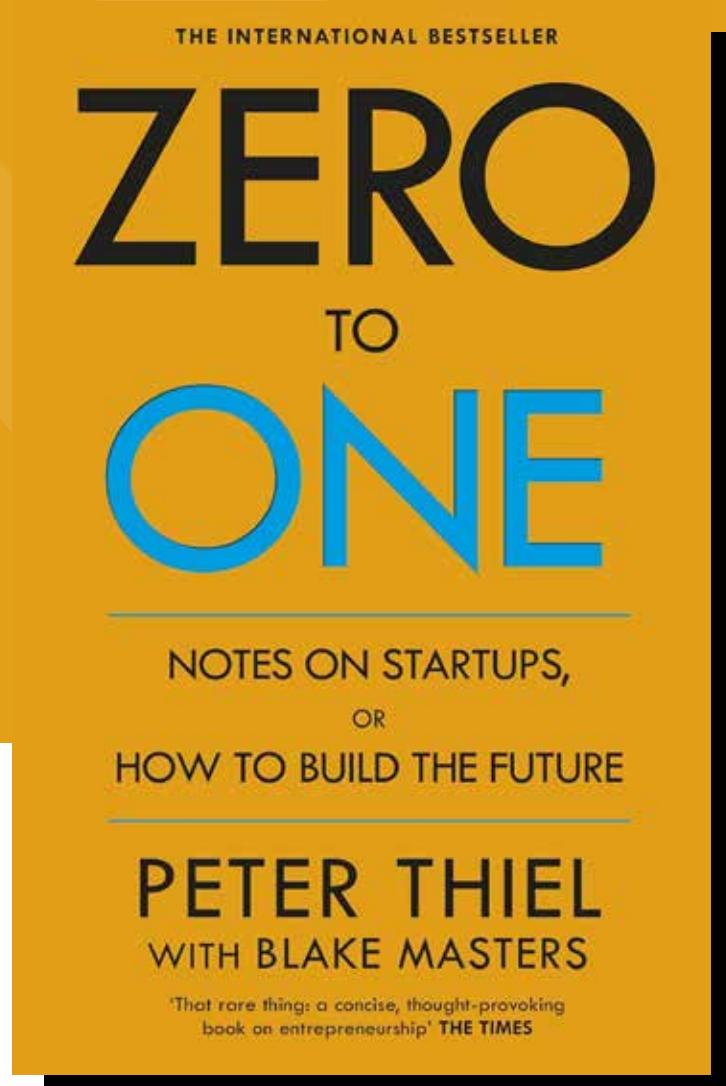


[BUY ON AMAZON](#)

David Goggins
**Can't Hurt Me:
Master Your Mind
and Defy the Odds**

Very few people want to be David Goggins but we all want to be more like him. A raw guide to pushing past limits—physical and mental.

"Read it when you think you're a loser and want to fix it."



[BUY ON AMAZON](#)

Peter Thiel
Zero to One

The Silicon Valley playbook and contrarian approach: Teaches how to create something truly original—not just better.

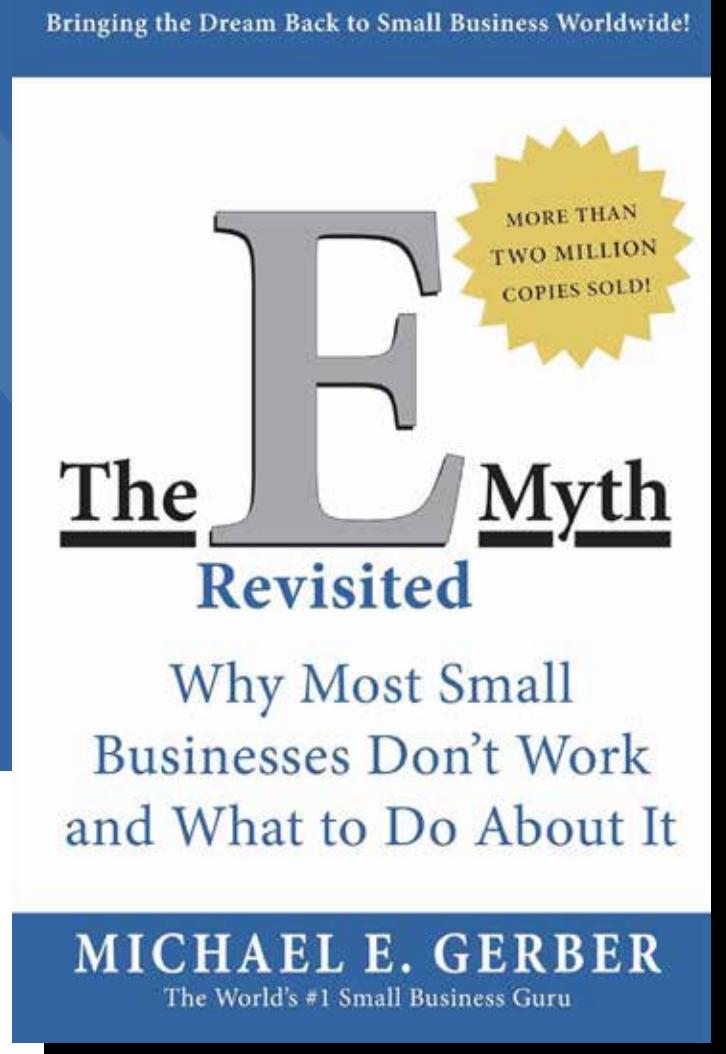
Read it when shifting from operator to original thinker.

Bonus:
Michael E. Gerber is the world's #1 small business coach, which is why we paid him a fortune so you can learn directly from him in the alux.app

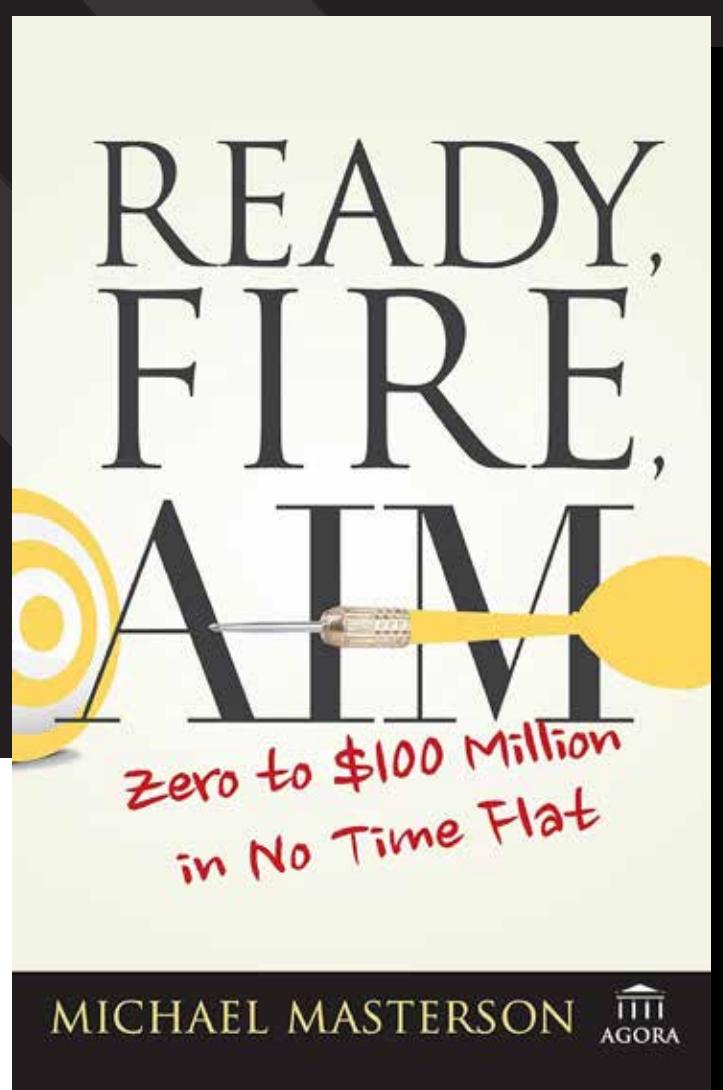
Michael E. Gerber
**The E-Myth Revisited:
Why Most Small Businesses
Don't Work and What
to Do About It**

Not everyone is meant to be a business owner or entrepreneur. This book shows why most businesses fail—and why building one that runs without you is actually what makes all the difference.

Read it if you're venturing into entrepreneurship because it will tell you everything you're about to get wrong saving you \$\$\$ & time in the process.



[BUY ON AMAZON](#)



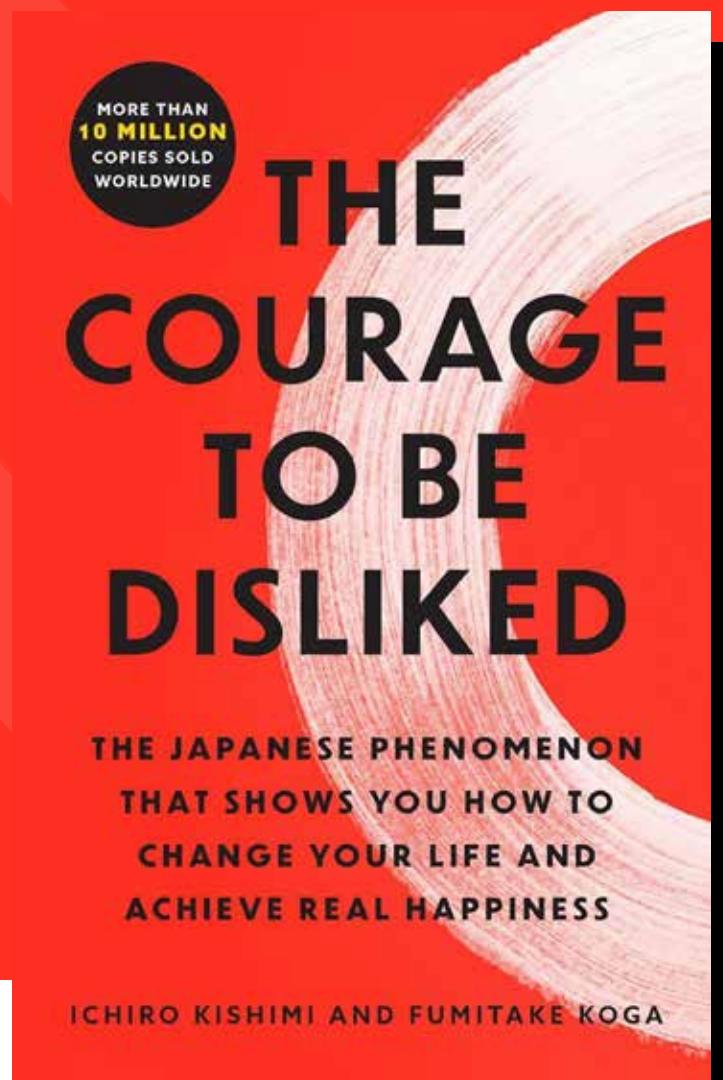
[BUY ON AMAZON](#)

Michael Masterson

Ready, Fire, Aim: Zero to \$100 Million in No Time Flat

This is our go-to book to problem-solve our business. If your business isn't making 1M per year, you'll know why. It will help you go from 0 - 1M - 10M - 50M and more. Actionable, unlike most self-help books.

“Read it when you realize there are different stages to every business and you need to optimize for the one you're in.



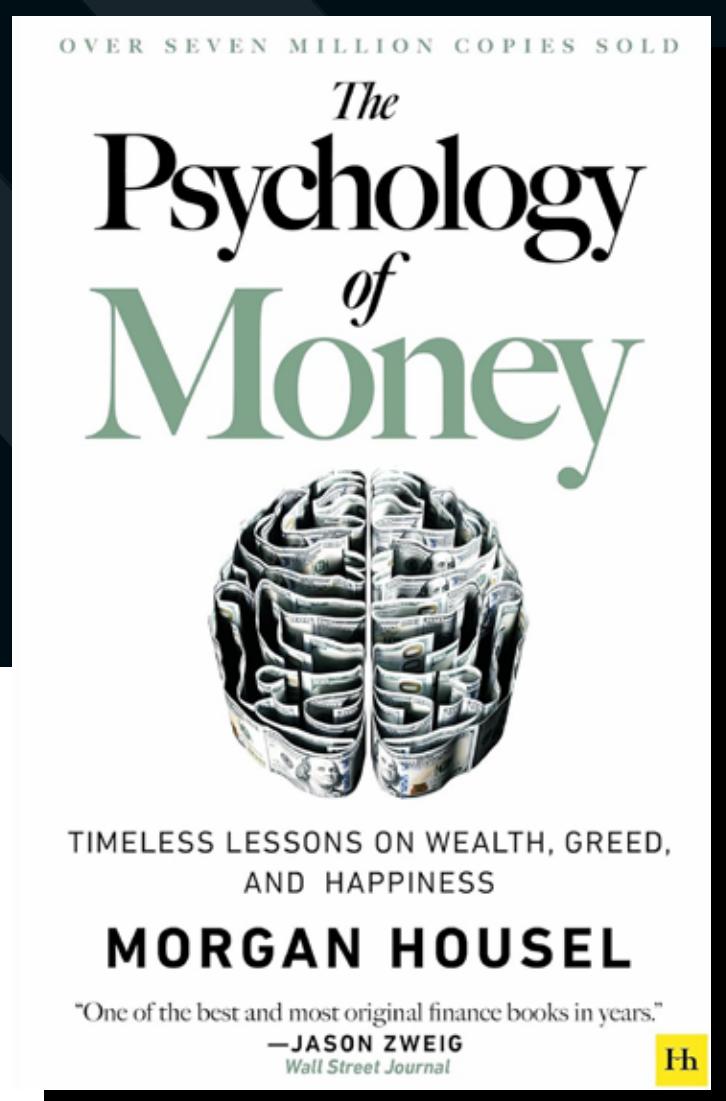
[BUY ON AMAZON](#)

Ichiro Kishimi & Fumitake Koga

The Courage to Be Disliked: The Japanese Phenomenon That Shows You How to Change Your Life and Achieve Real Happiness

This is a powerful psychology book, don't get confused by the title. Frees you from the trap of external validation and builds you a new set of values.

“Read it if you've used the word Trauma in the past 6 months.

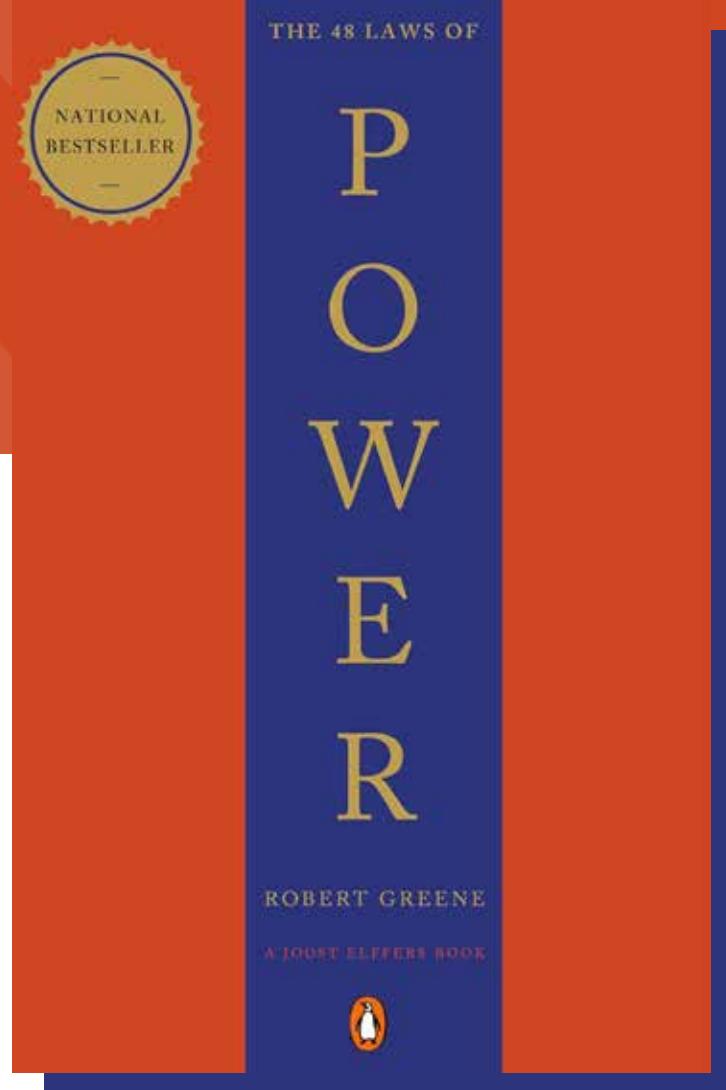


[BUY ON AMAZON](#)

The Psychology of Money Morgan Housel

Behavior will make you rich, not knowledge. It shows that managing money well is more about mindset, patience, and avoiding mistakes than chasing outsized returns. The book distills timeless lessons on wealth, greed, risk, and happiness into simple, relatable stories.

“Read it when you regret not going all-in on the latest rocketship investment.

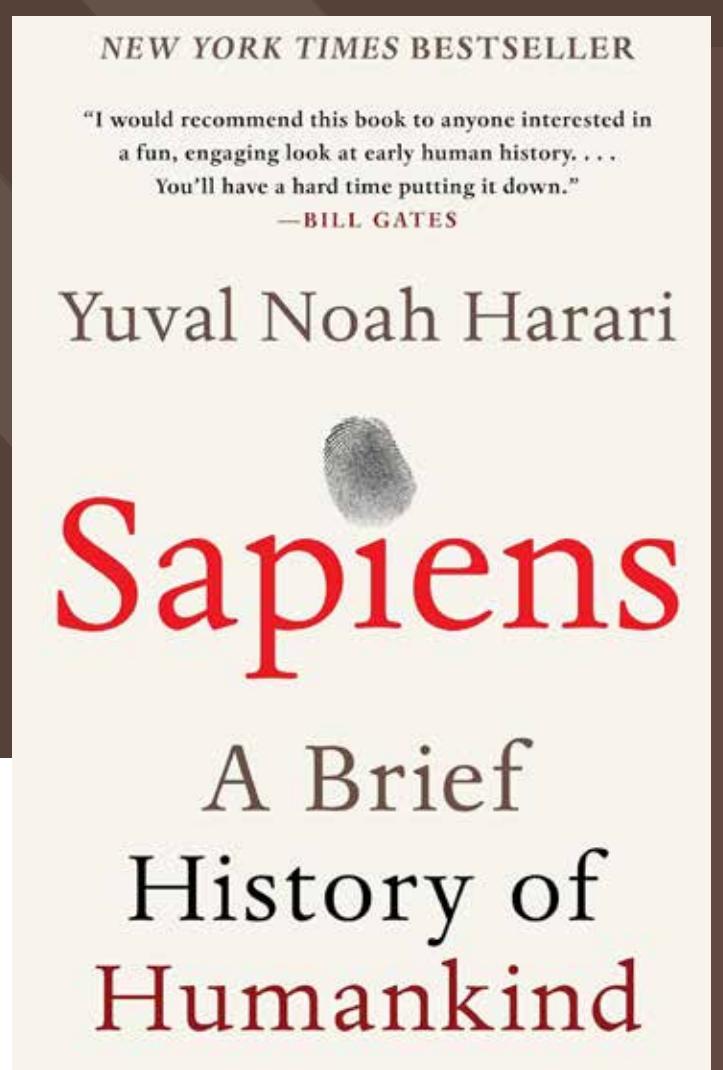


[BUY ON AMAZON](#)

Robert Greene The 48 Laws of Power

This is a dark but valuable book. You can use it to get where you're going faster or at least to be able to tell what kind of games the people around you are playing. Reveals the unspoken rules of influence and survival in high-stakes arenas. PS: stay away from people who make this book the core of their identity.

“Read it when you're entering new circles or navigating power structures as a leader or public figure.



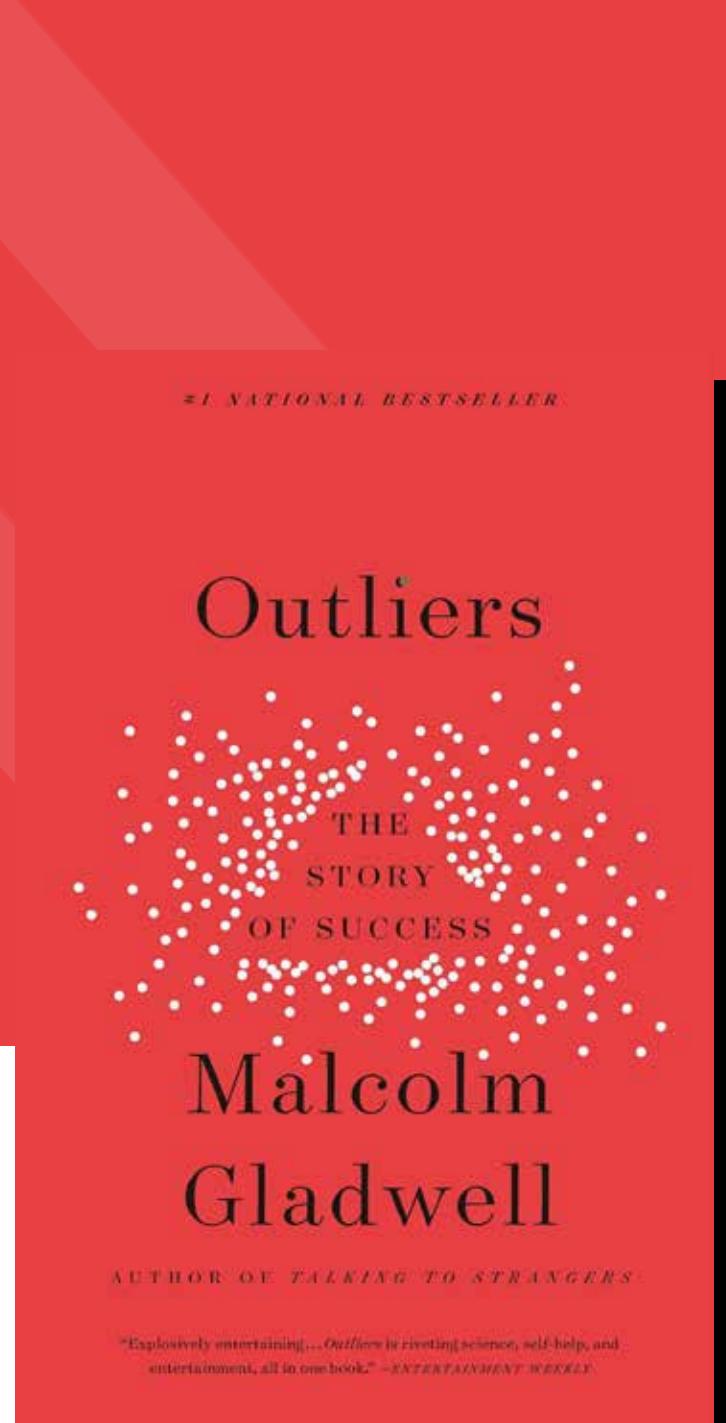
[BUY ON AMAZON](#)

Yuval Noah Harari

Sapiens: A Brief History of Humankind

Mandatory reading to everyone. It's one of those books that makes your brain bigger. Zooms out on history and humanity, stretching your worldview beyond today.

“Read it when you want to reframe how culture, money, and belief shape everything.



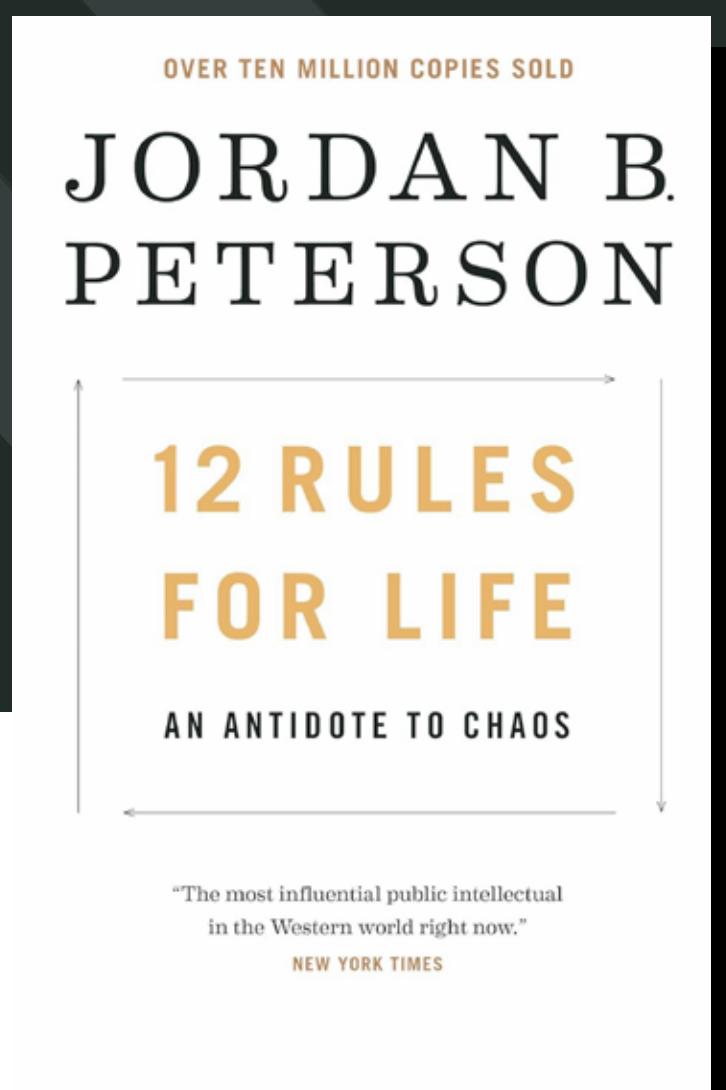
[BUY ON AMAZON](#)

Malcolm Gladwell

Outliers: The Story of Success

We planned for our kid to be born in January after reading this book. Success isn't random — it's patterned, contextual, and earned.

“Read it when building mastery or understanding the path to greatness.



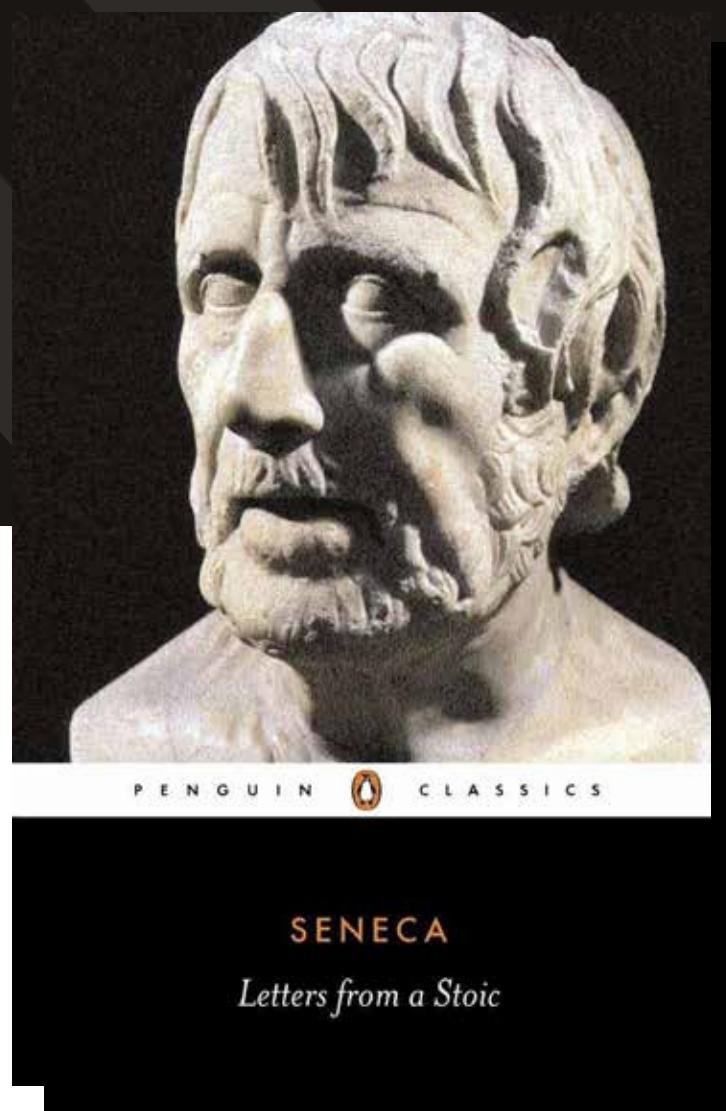
[BUY ON AMAZON](#)

Jordan Peterson

12 Rules for Life: An Antidote to Chaos

Jordan Peterson has been a mentor and father figure to us. We were coached by him in our pursuit of meaning and greatness, so we couldn't skip his phenomenal book. A call to responsibility, structure, and meaning in the face of chaos.

“Read it during identity shifts or periods of deep transition.



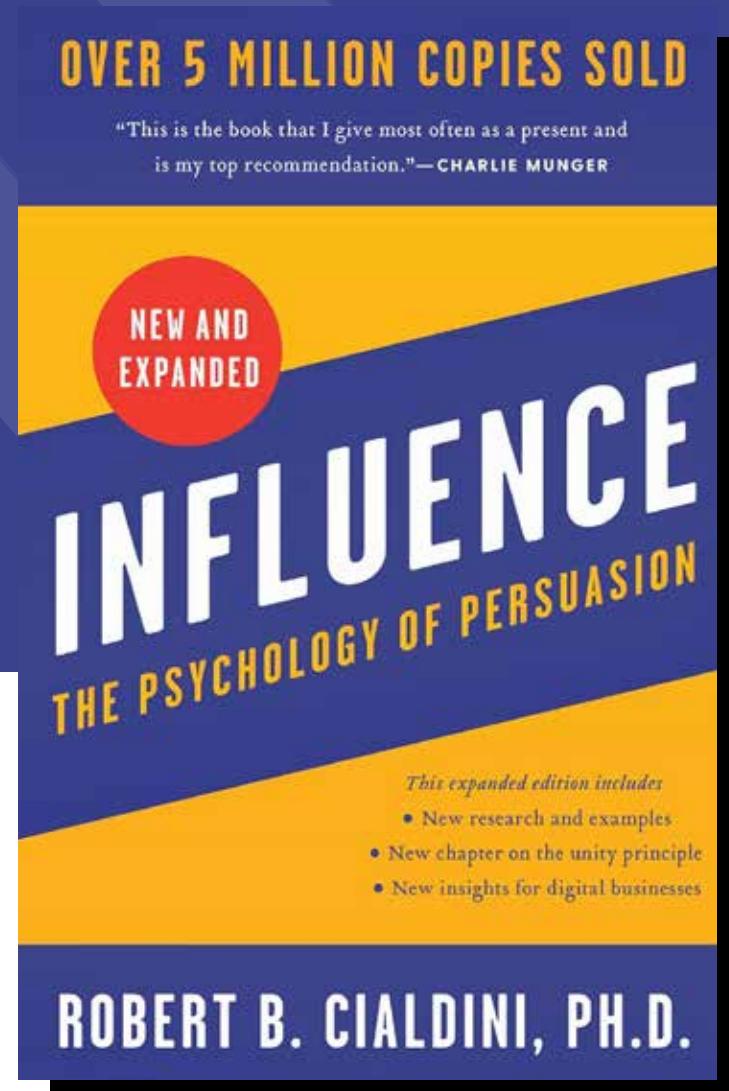
[BUY ON AMAZON](#)

Seneca

Letters from a Stoic

All self-help is basically new faces saying what the stoics have figured out thousands of years ago. We prefer them to the modern stuff. Resilient, practical advice on wealth, mortality, and inner peace.

“Read it when craving clarity or confronting adversity.



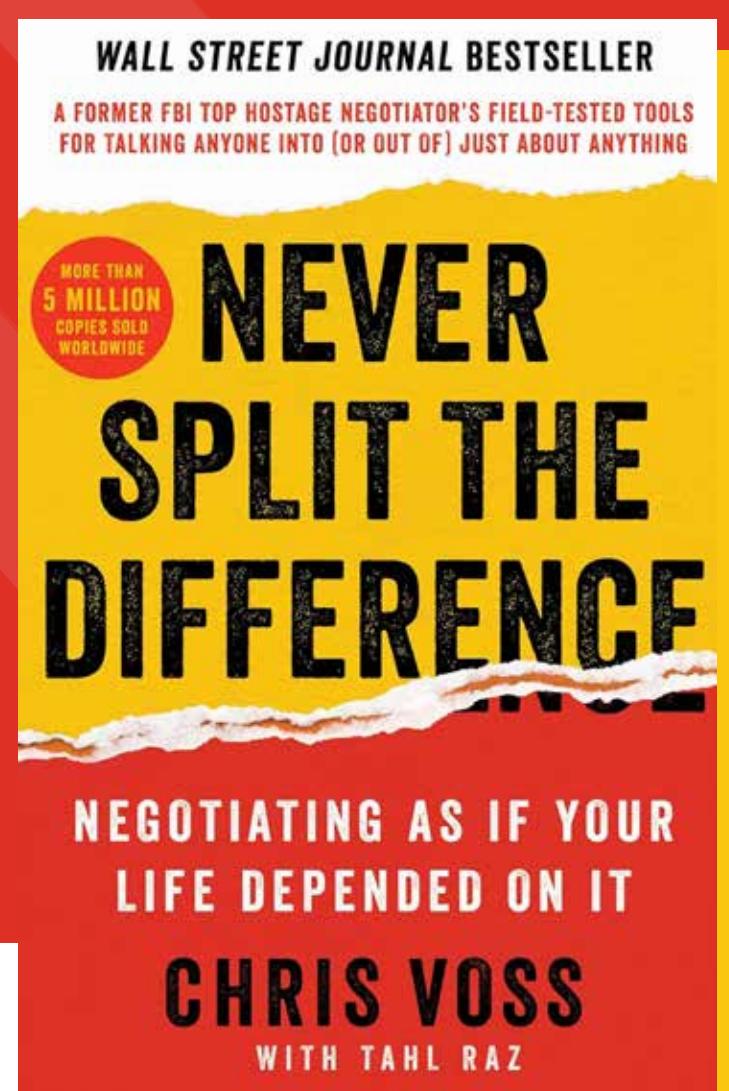
[BUY ON AMAZON](#)

Robert B. Cialdini

Influence, New and Expanded: The Psychology of Persuasion

Reveals the psychology behind persuasion and decision-making. Don't read dating books, read this one instead.

"Read it when selling, hiring, or marketing anything."



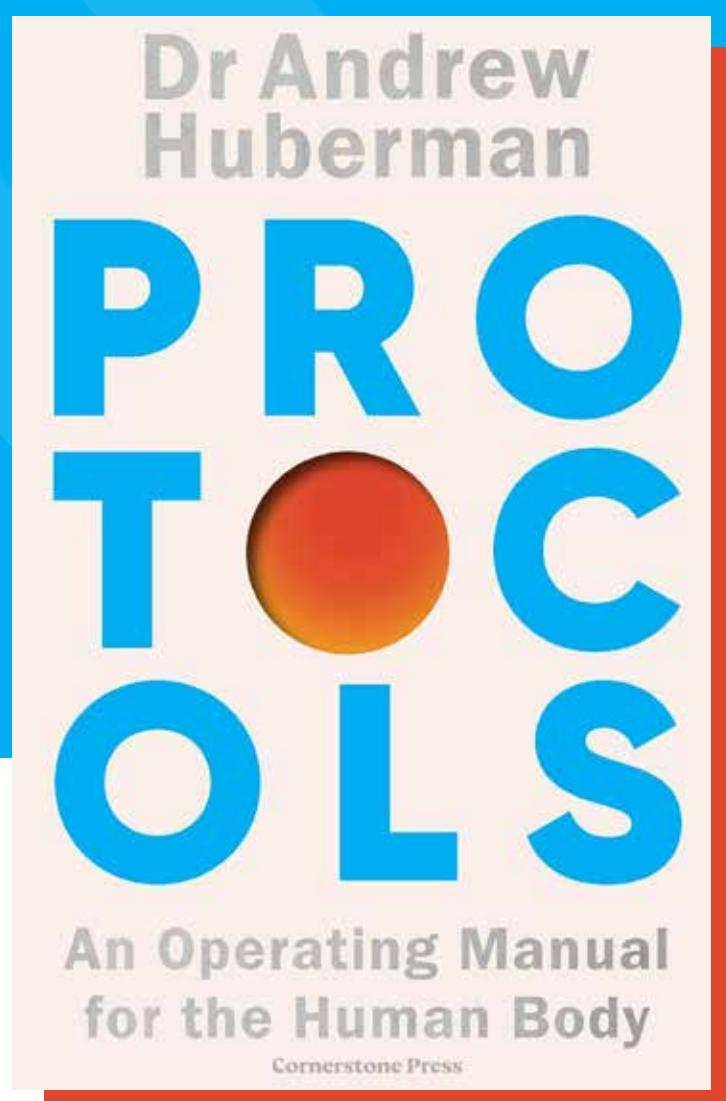
[BUY ON AMAZON](#)

Chris Voss

Never Split the Difference: Negotiating As If Your Life Depended On It — Unlock Your Persuasion Potential in Professional and Personal Life

FBI-level negotiation tactics for life, business, and deals. It changes the way you ask your life partner for stuff and increased your YES ratio.

"Read it before any high-stakes conversation or closing a major opportunity."

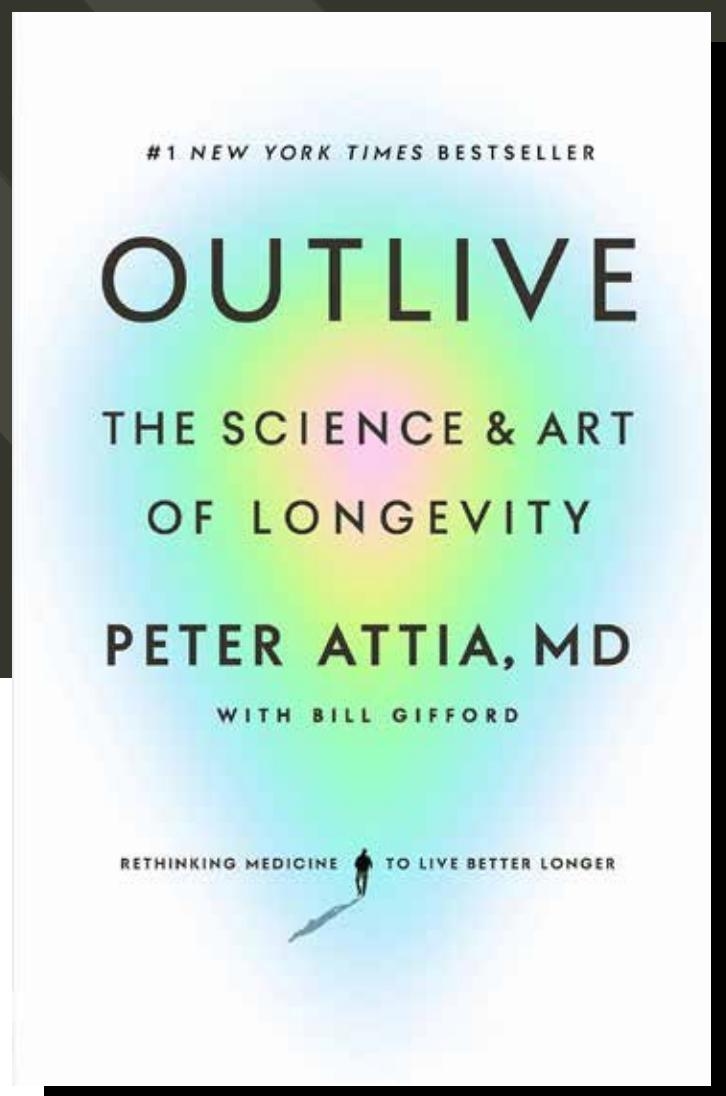


[BUY ON AMAZON](#)

Andrew Huberman
Protocols:
An Operating Manual
for the Human Body

Science-backed rituals for high-performance energy, sleep, focus, and longevity. We preordered the book the moment it was announced. We learned so much from Huberman.

"Read it when optimizing your mind and body for sustainable growth."

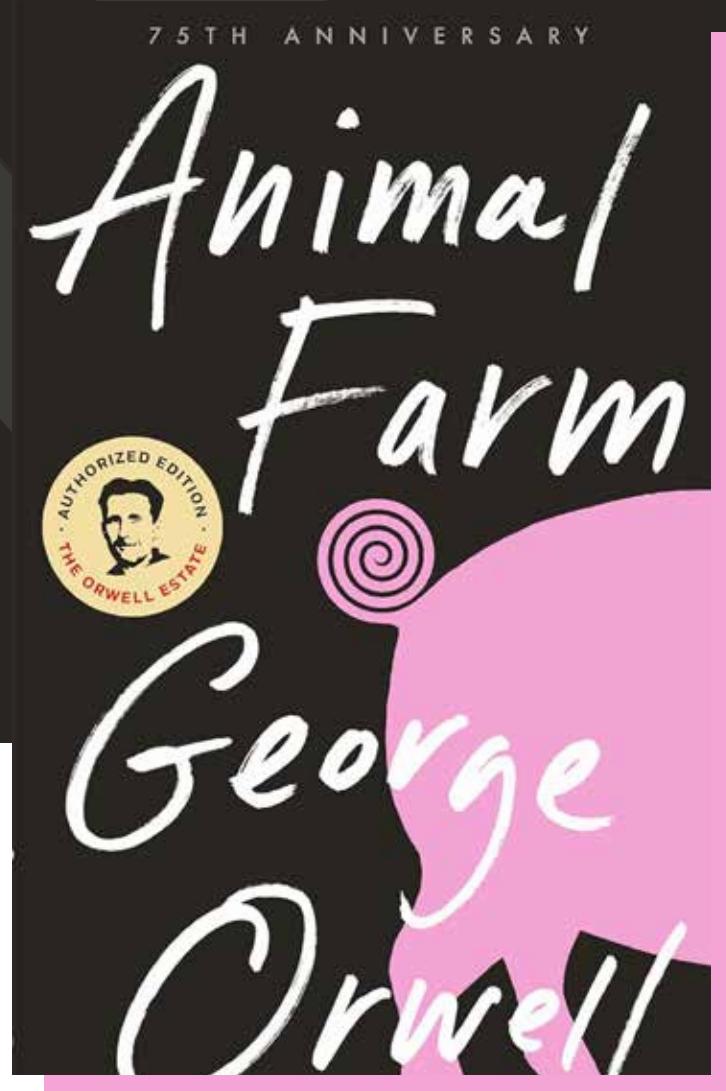


[BUY ON AMAZON](#)

Peter Attia & Bill Gifford
Outlive: The Science
and Art of Longevity

Peter Attia is the private Huberman super-rich people use. Reframes longevity with a focus on extending healthspan, not just lifespan.

"Read it when health becomes your highest-leverage asset."

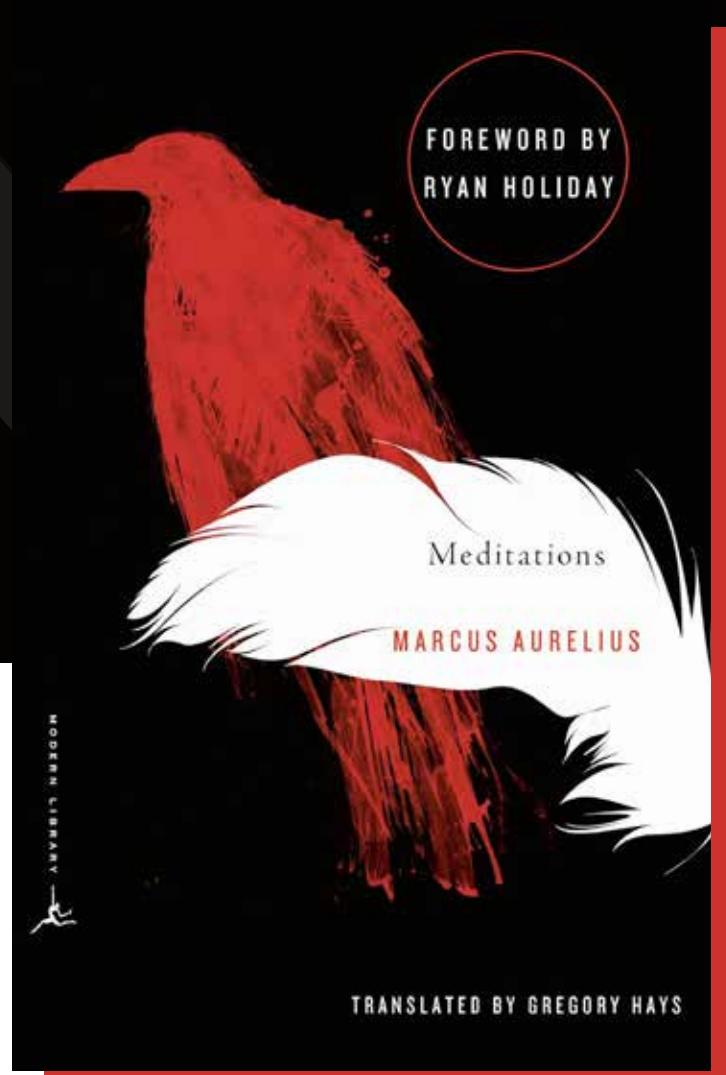


[BUY ON AMAZON](#)

George Orwell Animal Farm

A sharp, timeless take on power, propaganda, and corruption.

“Read it during election years just to keep your expectations adjusted to human nature.

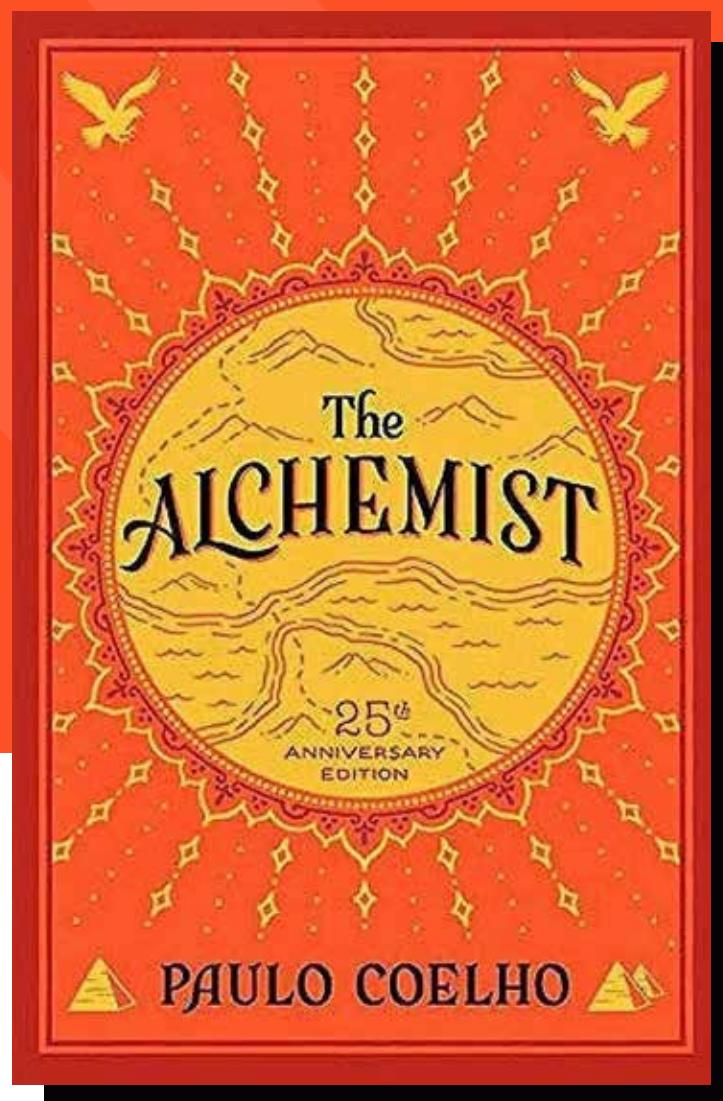


[BUY ON AMAZON](#)

Marcus Aurelius Meditations

Stoic leadership wisdom forged in fire and philosophy. Marcus Aurelius is the gateway to deep understanding of stoicism.

“Read it when leading under pressure or facing deep inner doubt.



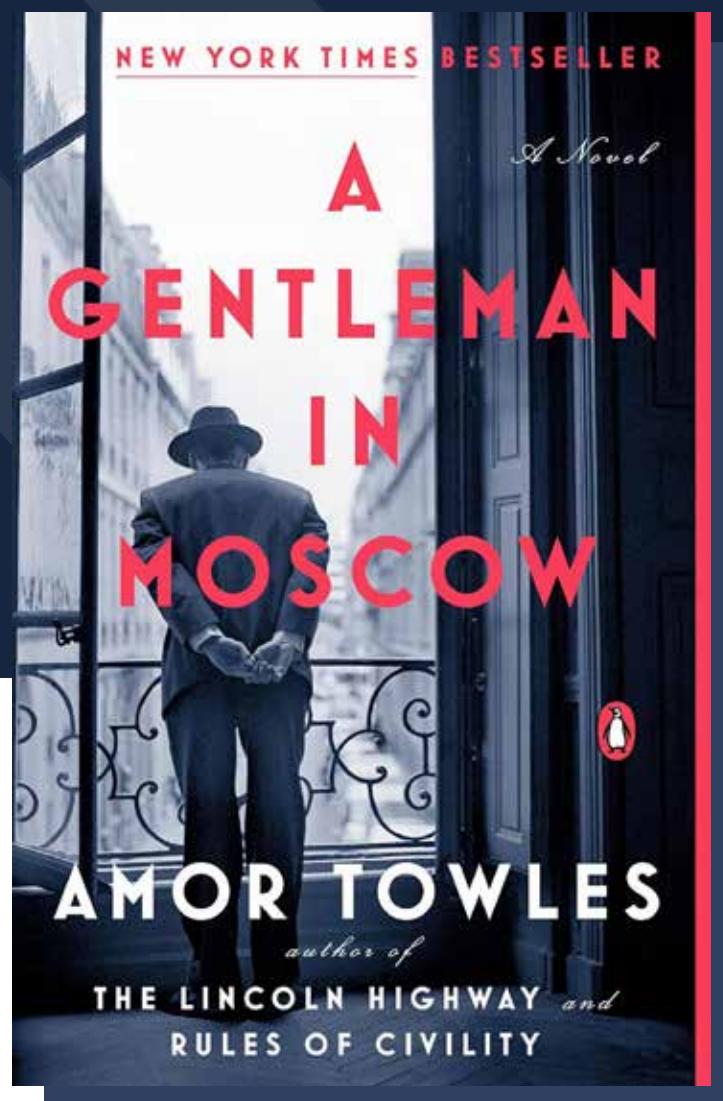
[BUY ON AMAZON](#)

Paulo Coelho

The Alchemist: A Fable About Following Your Dream

We read it every 3-4 years, usually when we travel. It's like taking out A soulful reminder that your dreams aren't random—they're your assignment.

"Read it when at a crossroads or seeking deeper meaning.



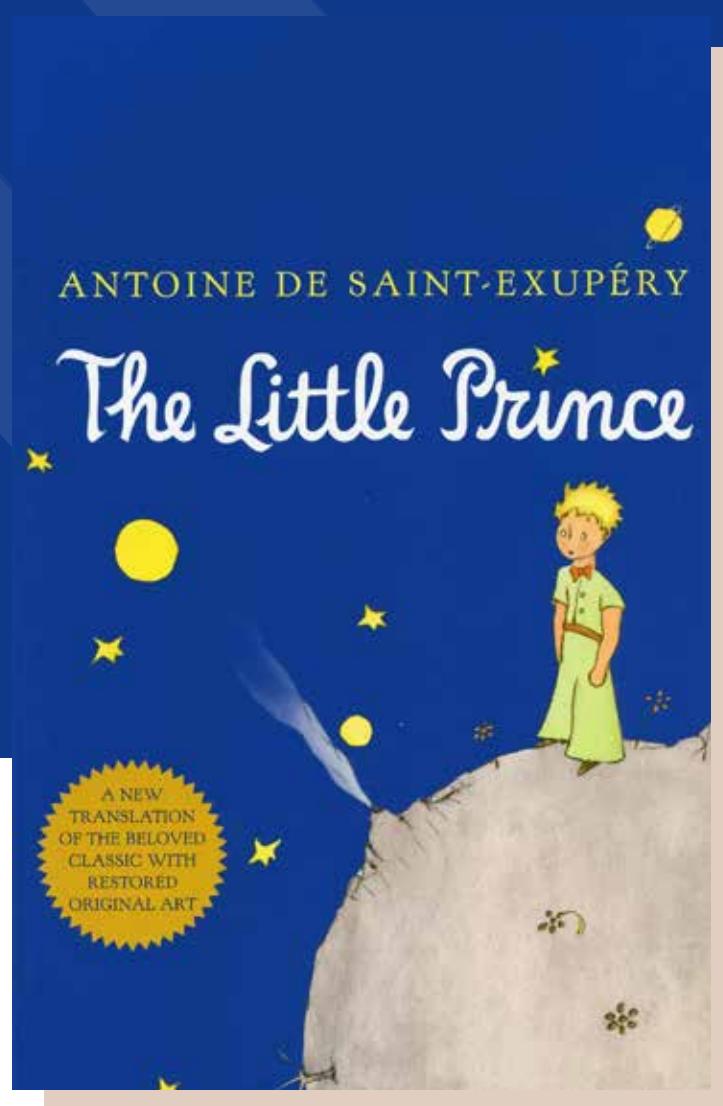
[BUY ON AMAZON](#)

Amor Towles

A Gentleman in Moscow: A Novel

Amor Towles is our favorite author. We love how beautiful his language is. The book is a masterclass in dignity, stillness, and self-possession under restriction.

"Read it when you're feeling trapped, when life forces you to slow down or reset.

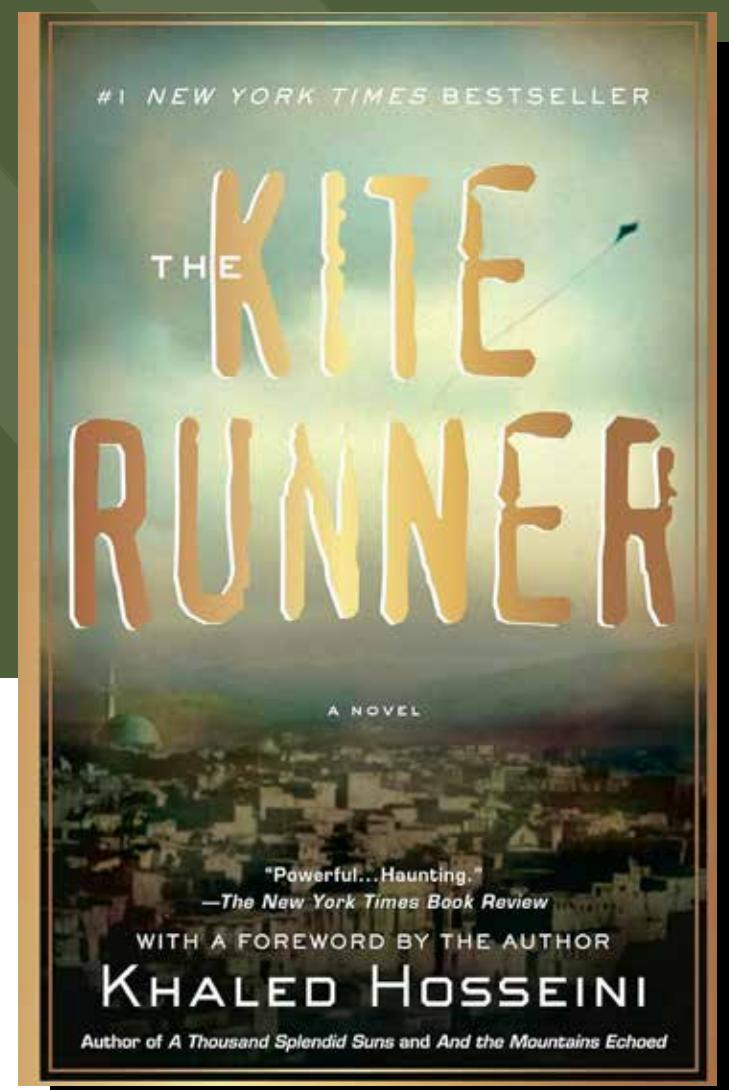


[BUY ON AMAZON](#)

Antoine de Saint-Exupéry **The Little Prince**

We read this is our son. It didn't have a profound impact on him.. But it did on us. A poetic lens on love, loss, and what really matters.

“Read it when you need to reconnect with wonder and simplicity.



[BUY ON AMAZON](#)

Khaled Hosseini **The Kite Runner**

We cried. It left a scar on our soul. A powerful journey through betrayal, forgiveness, and legacy.

“Read it when you want to feel something deep and recalibrate your outlook on life.

ZEN
AND THE ART OF
MOTORCYCLE MAINTENANCE
An Inquiry into Values
ROBERT M. PIRSIG



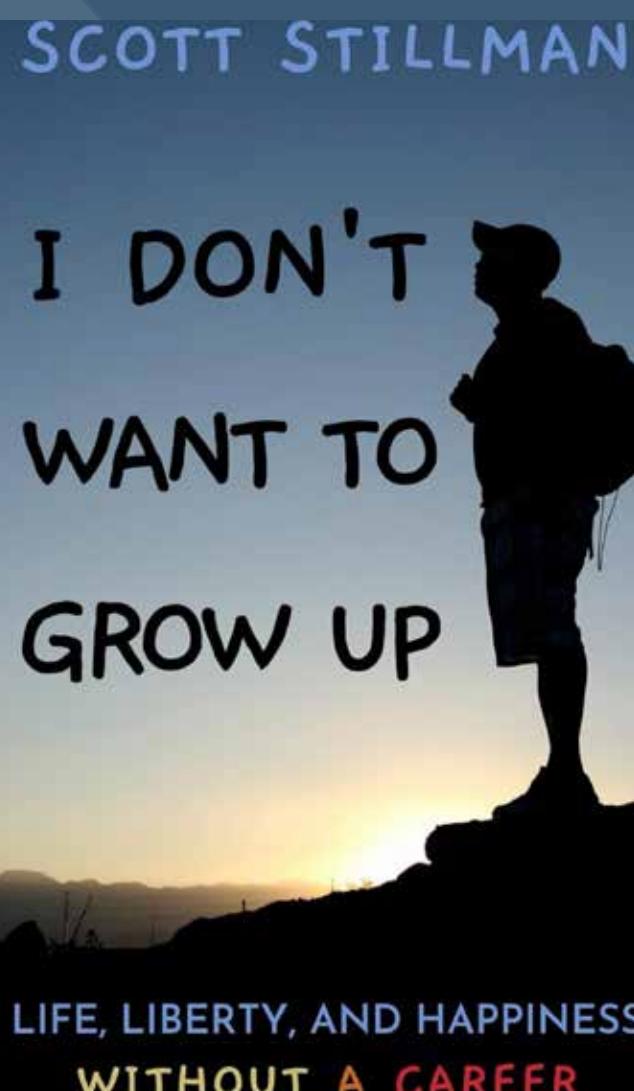
[BUY ON AMAZON](#)

Robert M. Pirsig

Zen and the Art of Motorcycle Maintenance: An Inquiry into Values

Father and son on a motorcycle across the country: Added to the bucketlist. Philosophy, sanity, and self through the lens of a journey.

“Read it when you’re questioning the meaning behind your ambition.



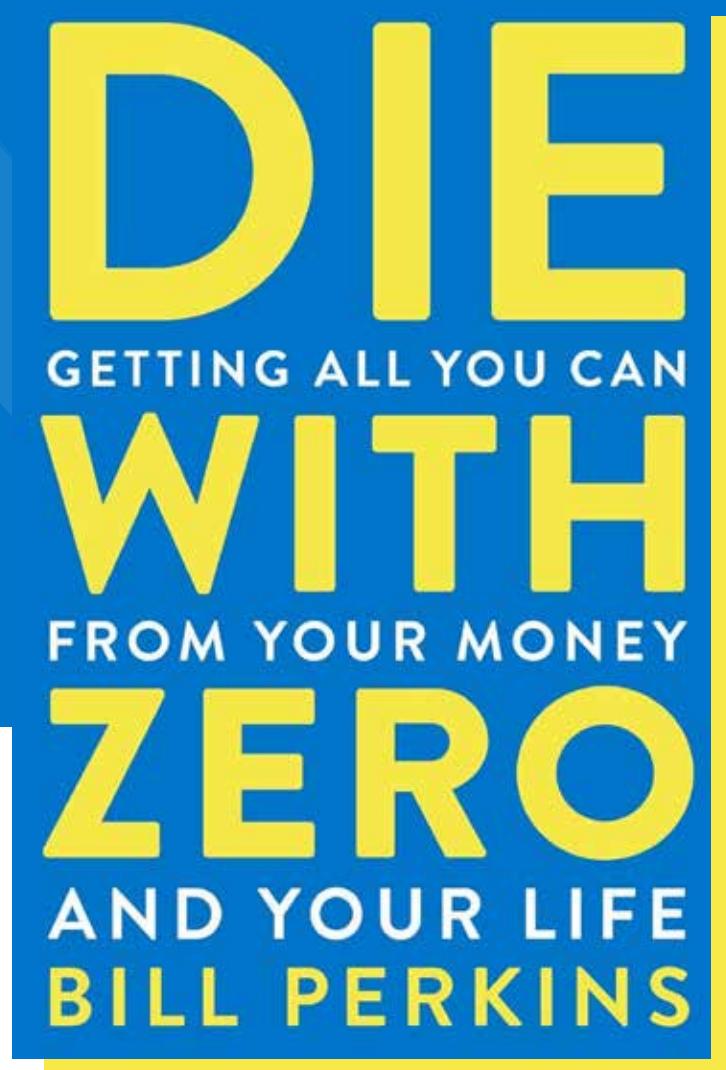
[BUY ON AMAZON](#)

Scott Stillman

I Don’t Want To Grow Up: Life, Liberty, and Happiness. Without a Career

Easy, fast read that gave us massive wanderlust, almost making us take a 3-month hiatus into the mountains. A peaceful rebellion against hustle, full of quiet liberation.

“Read it when burned out or reconsidering the rat race.



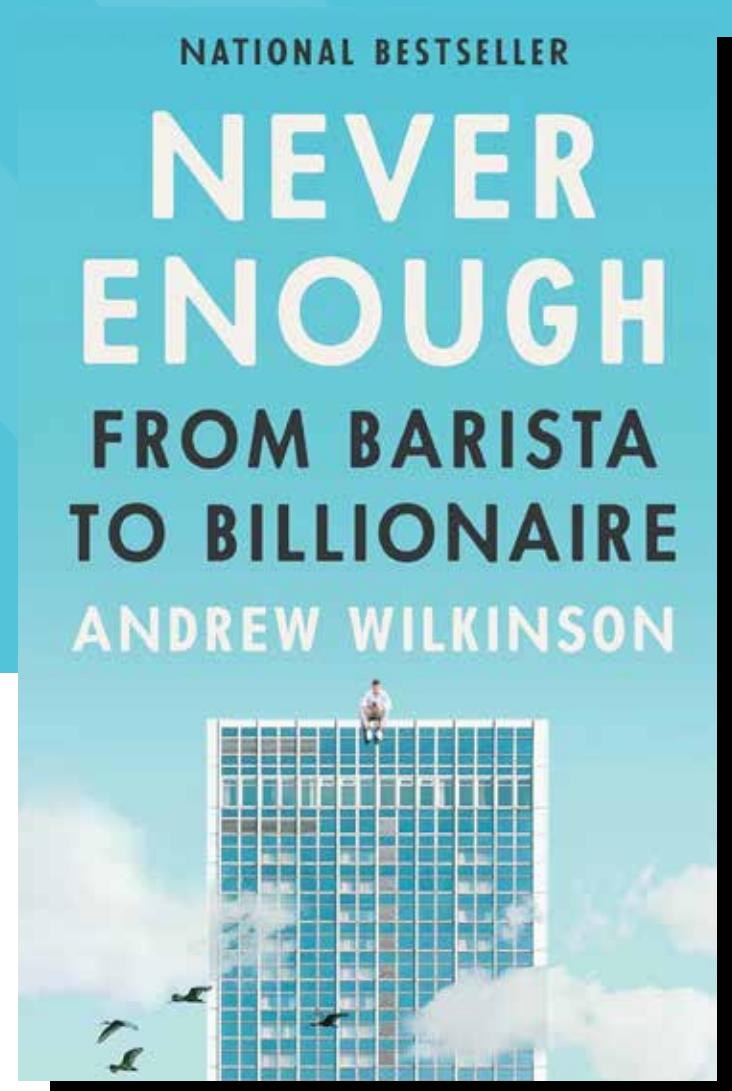
[BUY ON AMAZON](#)

Bill Perkins

Die With Zero: Getting All You Can from Your Money and Your Life

Billionaire mentor Bill Perkins setting a challenge to extract as much life out of your money. Shows you how to turn money into experiences and memories.

“Read it when shifting from accumulation to intentional living.



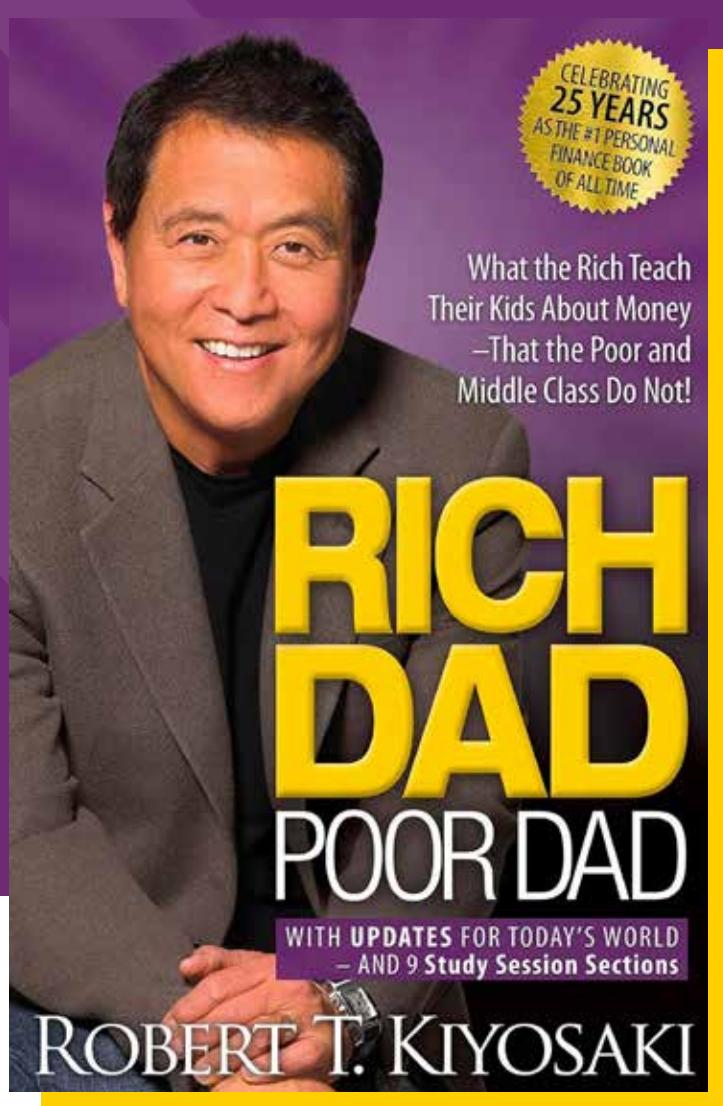
[BUY ON AMAZON](#)

Andrew Wilkinson

Never Enough: From Barista to Billionaire

Although we never met Andrew we think we would be friends. A calm billionaire’s blueprint for minimalist empire-building.

“Read it when day-to-day running a profitable company seems like it’s not your cup of tea but you’re still an owner.



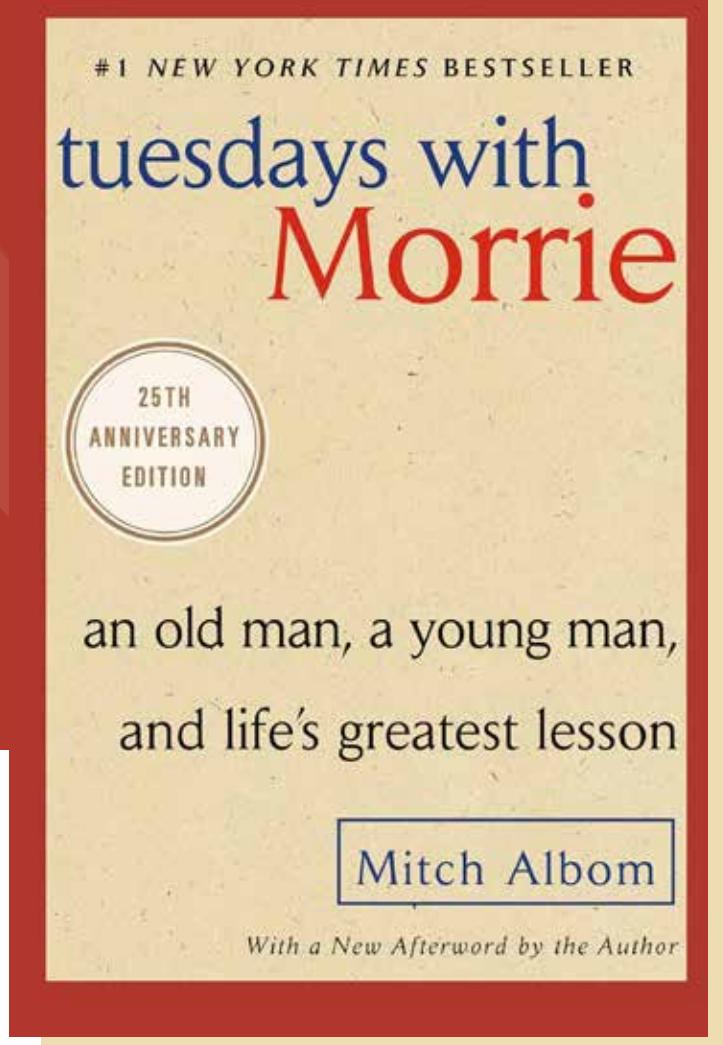
[BUY ON AMAZON](#)

Robert T. Kiyosaki

Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!

Still holds up. It's our go to book to explain the difference between assets and liabilities. This was the 3rd self-help book we ever read and now we own a multi-million dollar real-estate portfolio because of it.

“Read it when you're stepping into entrepreneurship or escaping the 9-5 mindset.



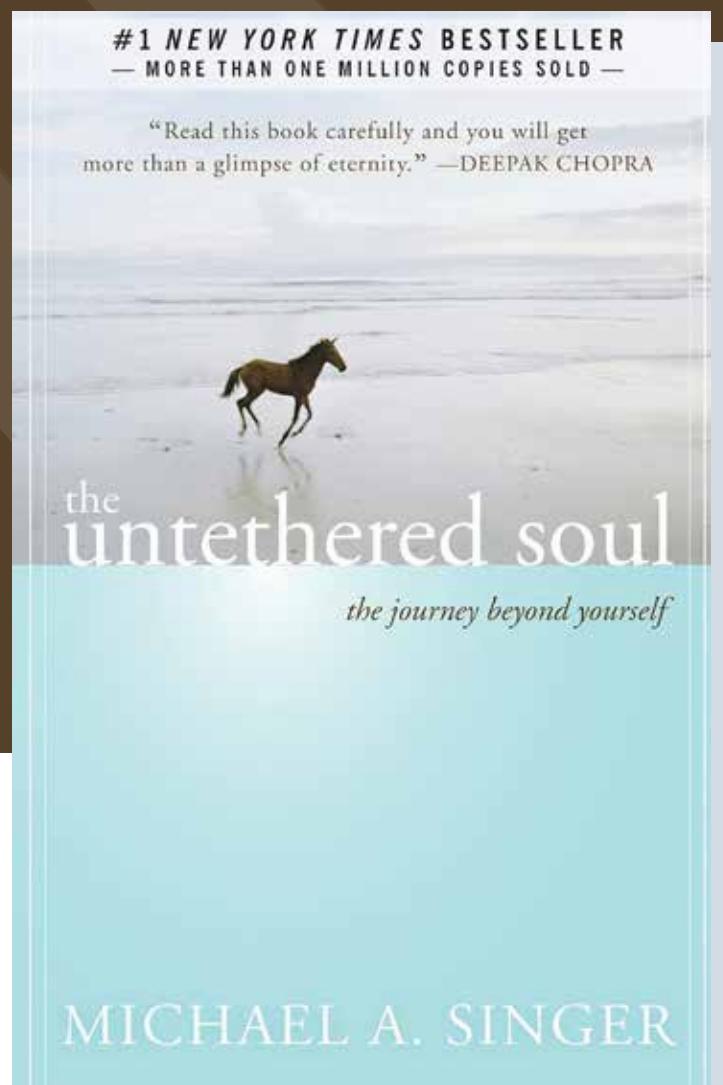
[BUY ON AMAZON](#)

Mitch Albom

Tuesdays with Morrie: An Old Man, a Young Man, and Life's Greatest Lesson

There are a bunch of books dealing with death. This one was our favorite. A gentle confrontation with mortality, legacy, and connection.

“Read it when you need to slow down and reflect on what life really is.



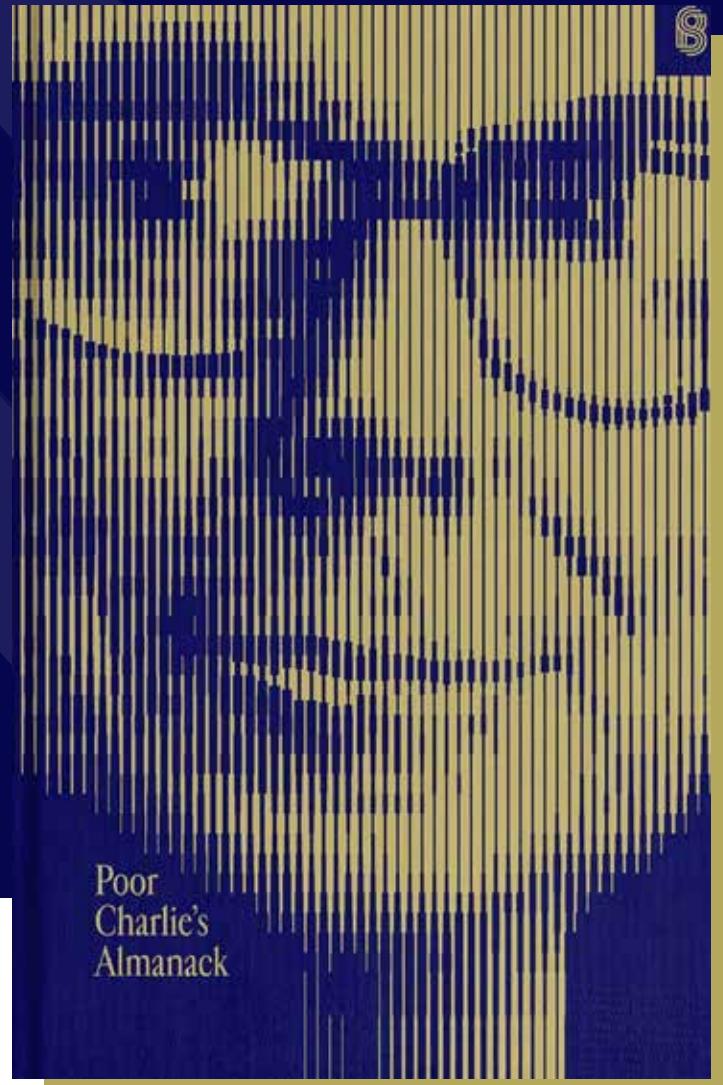
[BUY ON AMAZON](#)

Michael A. Singer

The Untethered Soul: The Journey Beyond Yourself

Out of all the esoteric books that are meant to get you to make peace with your mind, this one got to us and we highly recommend it. Teaches how to unhook from thought and find internal freedom.

“Read it when the mind is noisy and the soul is restless.



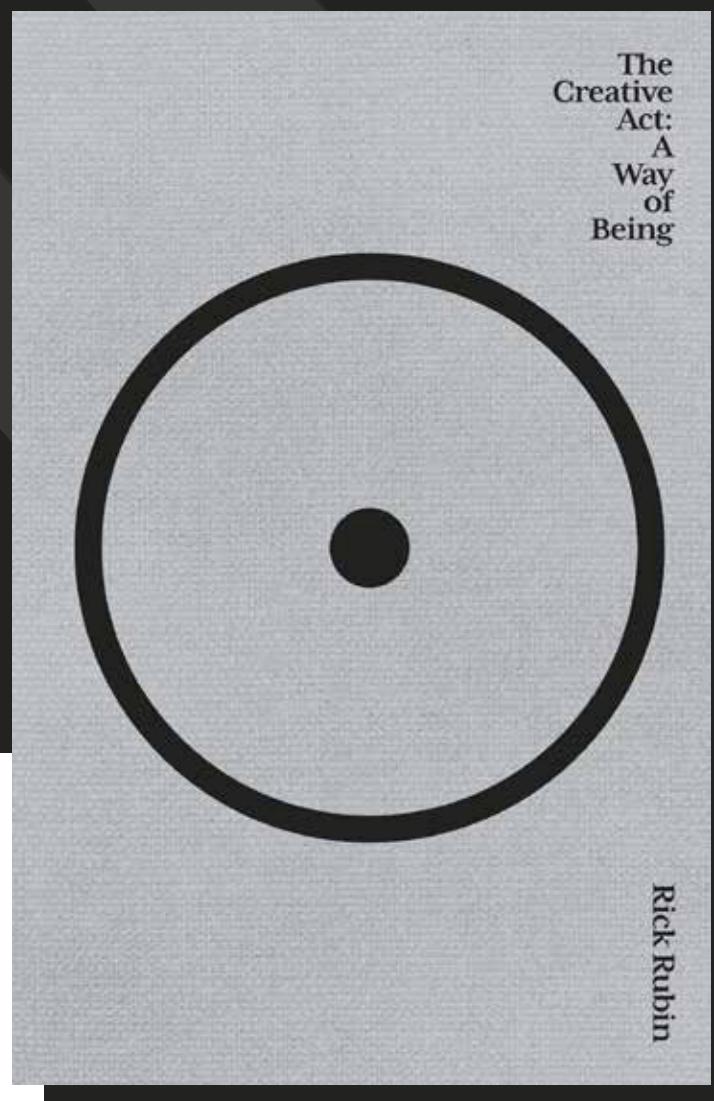
[BUY ON AMAZON](#)

Charlie Munger

Poor Charlie's Almanack: The Essential Wit and Wisdom of Charles T. Munger

Taught us the power of patience and how to invest for the long term. Mental models and wit from Buffett's genius partner. Need we say more?

“Read it when you want to think deeper, slower, better.



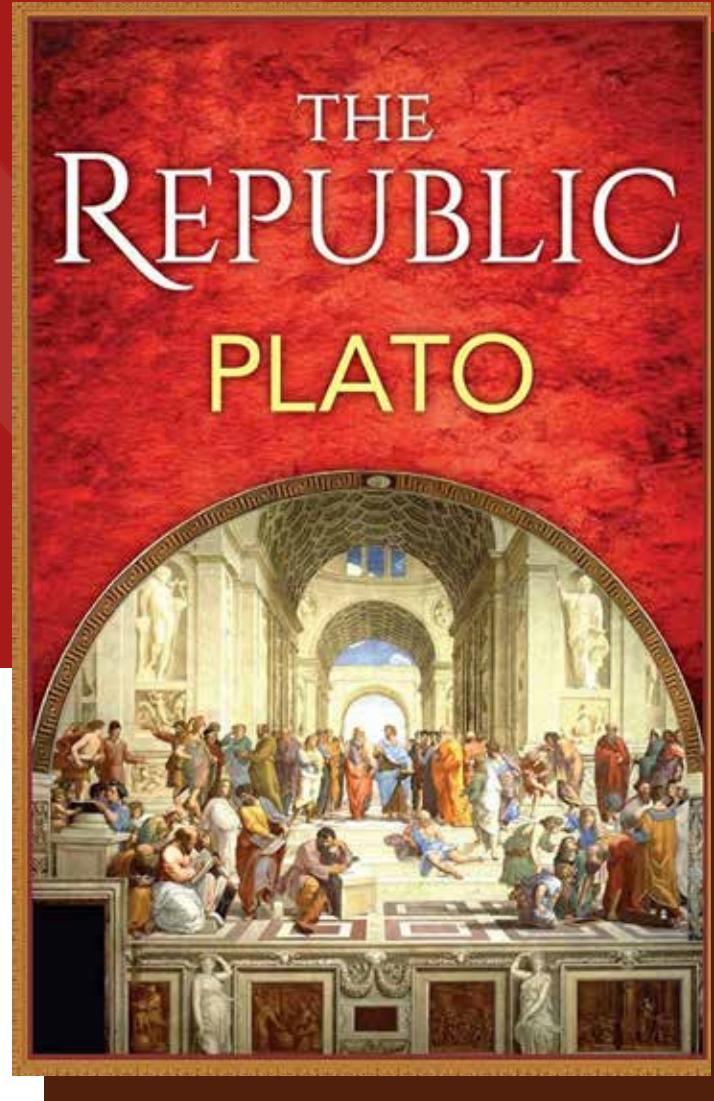
[BUY ON AMAZON](#)

Rick Rubin

The Creative Act: A Way of Bein

You'll find this book at the right time. 95% of the time you won't "get it" because you have no need for it, but if it hits you in that 5% point in time where you're dialed in, it clicks. A masterclass on accessing your highest creative frequency.

"Read it when building from instinct or soul."



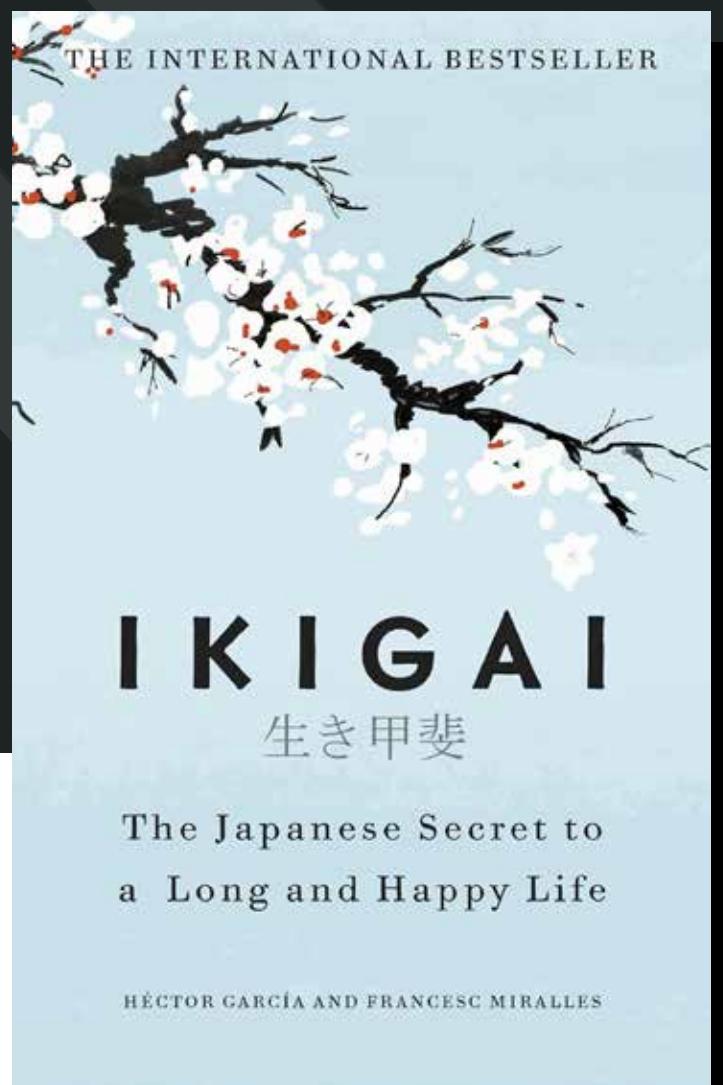
[BUY ON AMAZON](#)

Plato

The Republic

A foundational text on justice, leadership, and ideal society. All society & self-help is built from this piece of writing right here.

"Read it when you're designing systems — business, political, or personal. (or when you've had enough regurgitated self-help and want to go straight to the source)

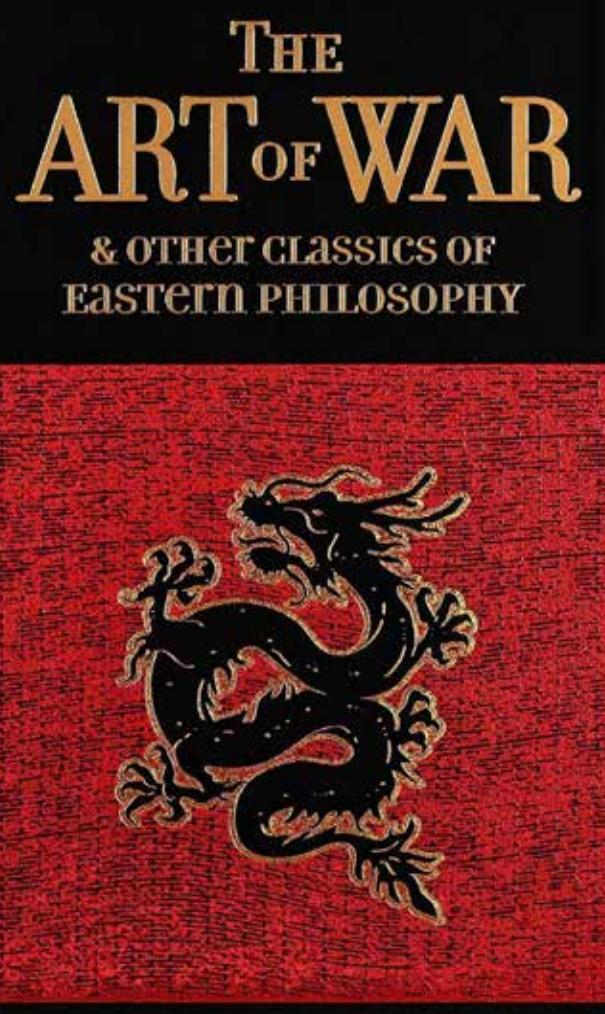


[BUY ON AMAZON](#)

Héctor García & Francesc Miralles
Ikigai: The Japanese Secret to a Long and Happy Life

Reveals the secret to purpose-fueled longevity from the world's healthiest cultures.

“Read it when aligning your life, work, and soul.

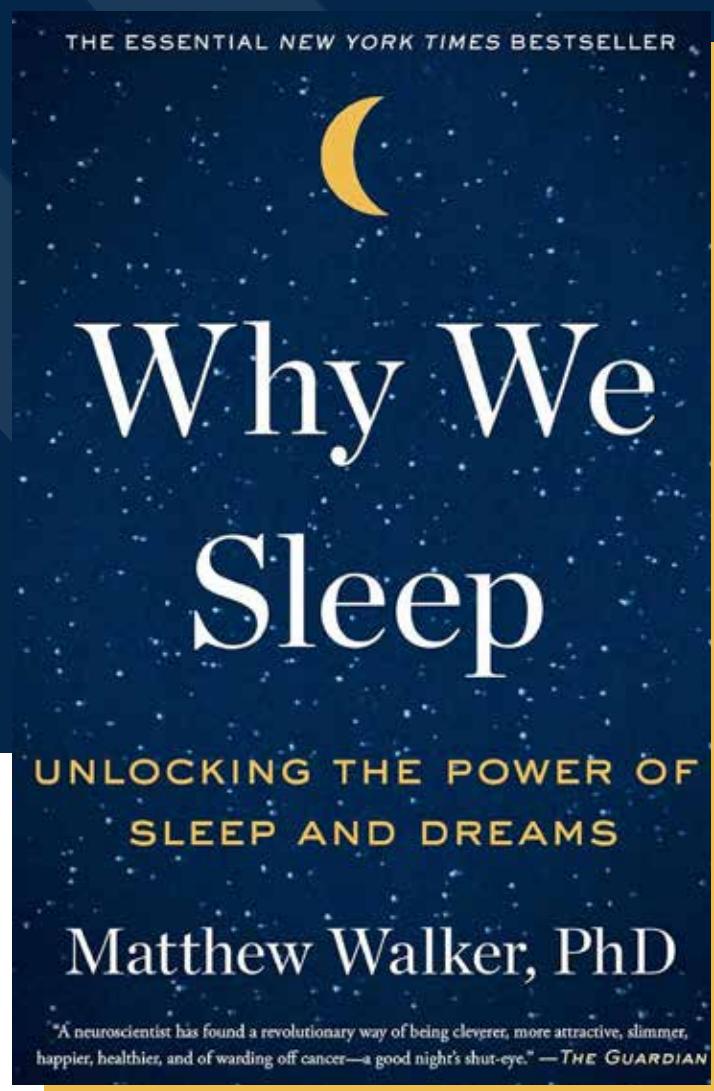


[BUY ON AMAZON](#)

Sun Tzu
The Art of War

They teach this book in every business school for a reason. Ancient strategy still used to dominate modern boardrooms and brand battles.

“Read it when preparing for a competitive move—launch, pitch, or positioning.



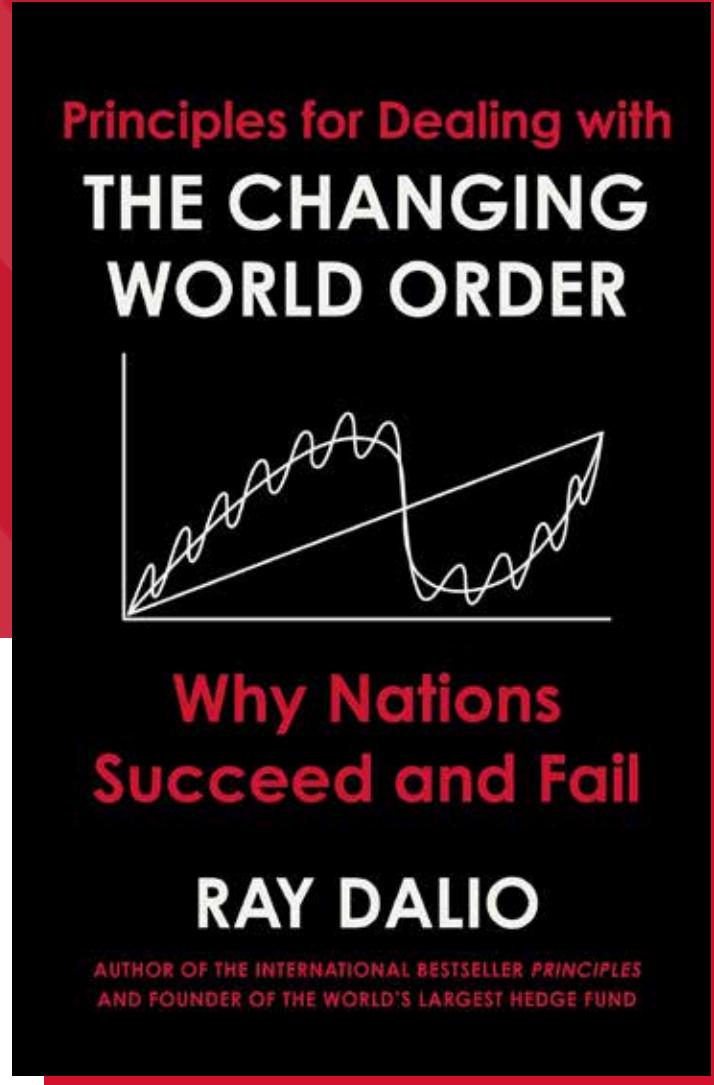
[BUY ON AMAZON](#)

Matthew Walker

Why We Sleep: The New Science of Sleep and Dreams

Sleep is the single most effective thing you can do to reset your brain, boost learning, regulate emotions, and extend your life.

“Read it when everyone and everything around you annoys you or you just had your longevity tests done.”



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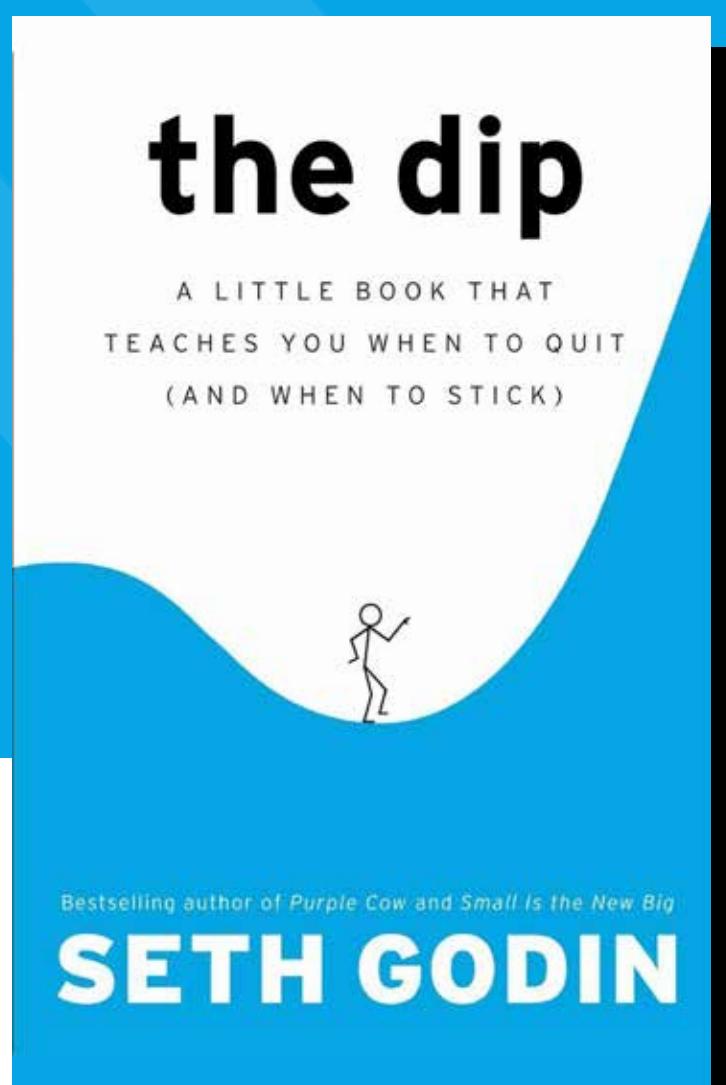
Ray Dalio

Principles & The Changing World Order

Ray Dalio is one of the fundamental figures that shaped our understanding of the markets. If you want to understand how money works around the world, read Dalio.

A personal and professional operating system built on radical truth and transparency.

“Read it when you’re defining how you make decisions at scale. Explains economic cycles and global power shifts with actionable clarity. Read it when you’re protecting wealth or placing long-term strategic bets.”



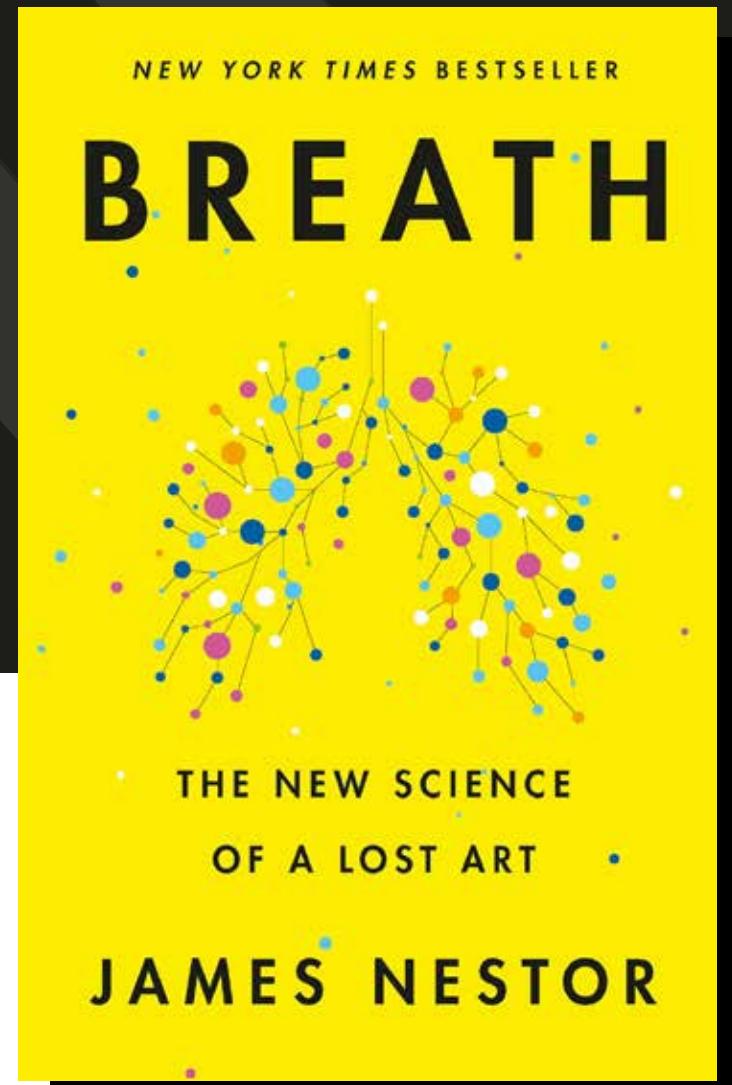
[BUY ON AMAZON](#)

Seth Godin

The Dip: A Little Book That Teaches You When to Quit (and When to Stick)

You're probably going through the Dip right now, this is a much needed reminder to keep going. The book teaches you when to quit fast—and when to push through.

“Read it when you feel like you've put a lot in, but don't see results.”



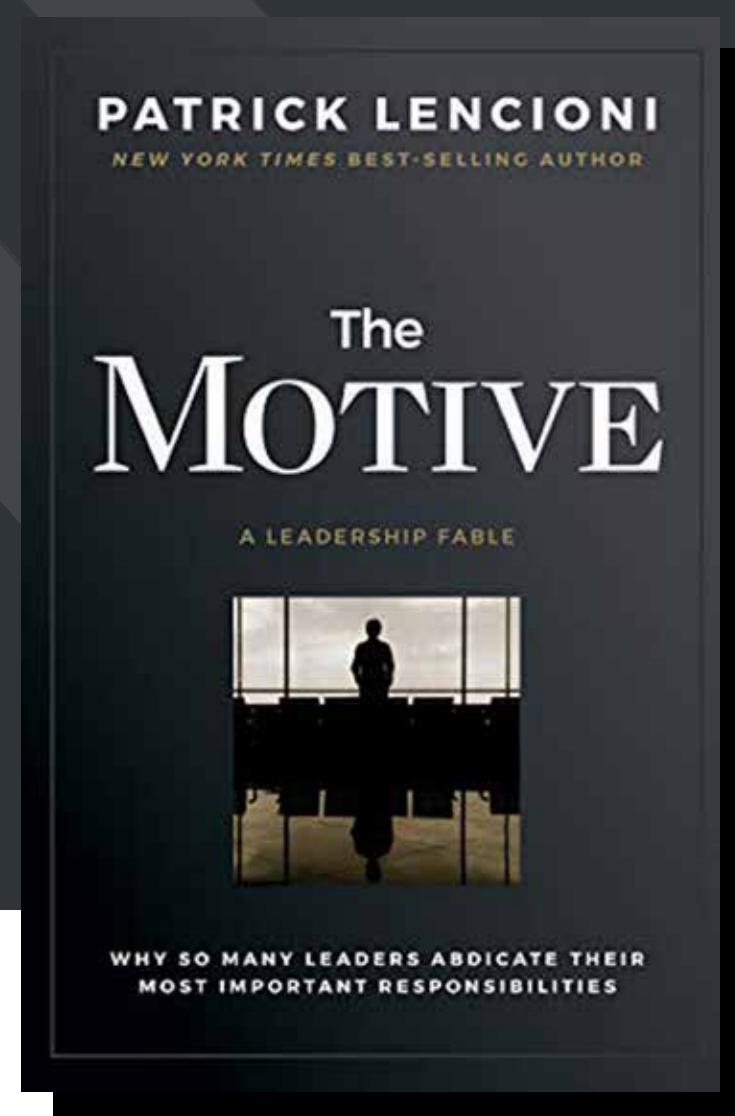
[BUY ON AMAZON](#)

James Nestor

Breath: The New Science of a Lost Art

Turns out how you breathe is as important as what you eat—impacting longevity, stress, sleep, and performance in profound ways.

“Read it when you feel like stacking up wellness and health.”



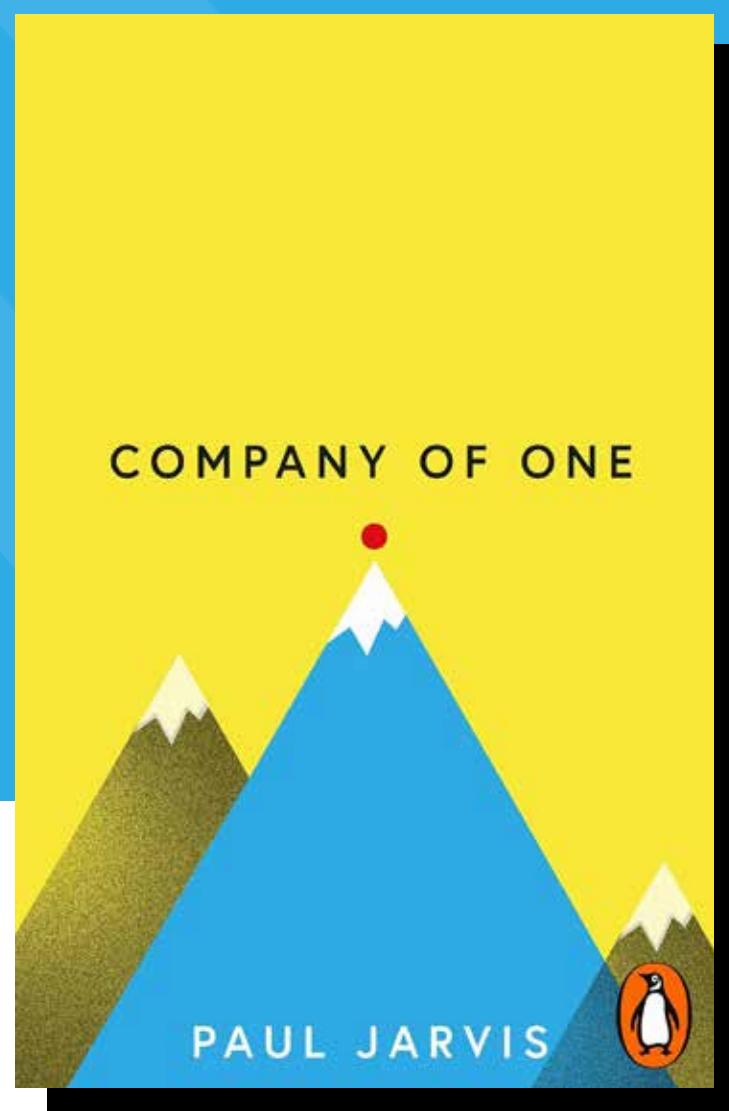
[BUY ON AMAZON](#)

Patrick Lencioni

The Motive: Why So Many Leaders Abdicate Their Most Important Responsibilities

**We read this in the bathtub in one sitting.
We're better leaders because of it.
The book: Unmasks why bad leadership persists — and how to lead for the right reasons.**

"Read it when you're building or reshaping a team from the top down.



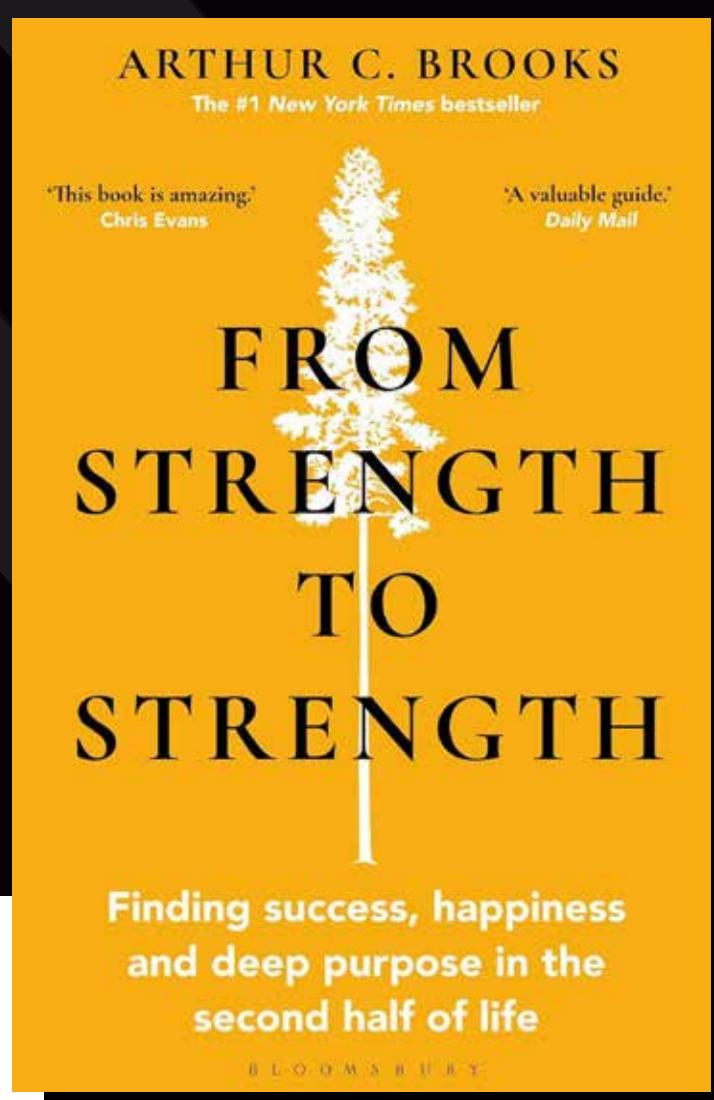
[BUY ON AMAZON](#)

Paul Jarvis

Company Of One: Why Staying Small Is the Next Big Thing for Business

Makes a compelling case for staying small, intentional, and profitable.

"Read it when you're scaling but questioning whether "more" means "better."



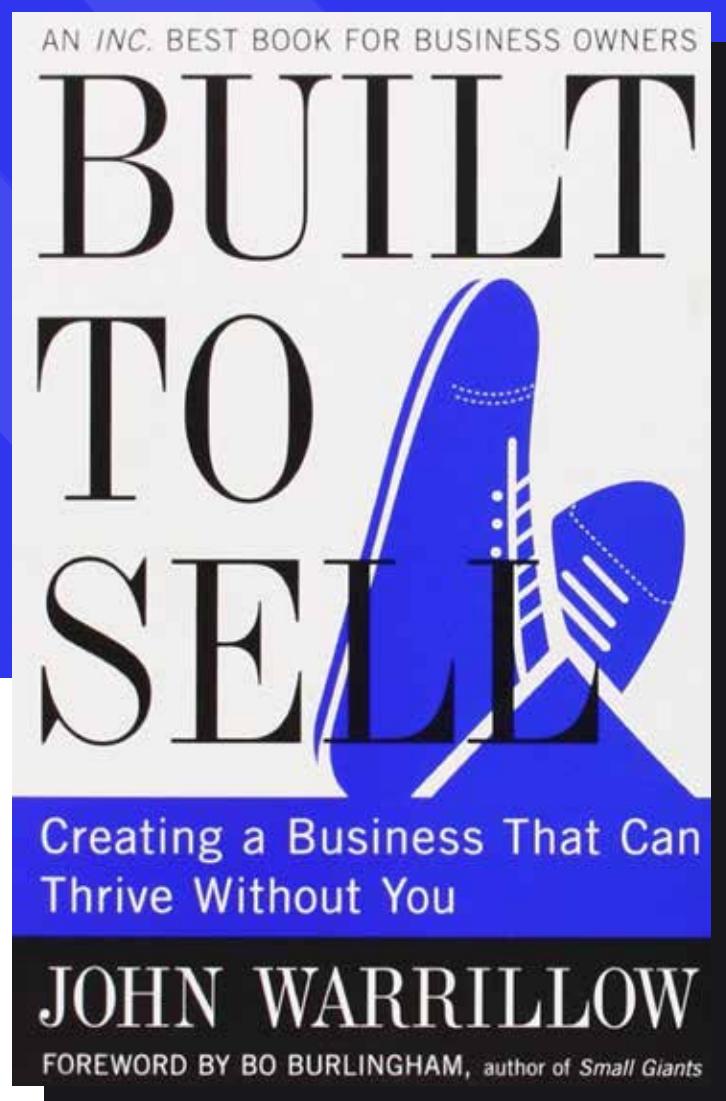
[BUY ON AMAZON](#)

Arthur C. Brooks

From Strength to Strength: Finding Success, Happiness, and Deep Purpose in the Second Half of Life

Guides you from professional peak to a deeply fulfilling second act.

“Read it when you’re successful, but feel your ambition shifting inward.



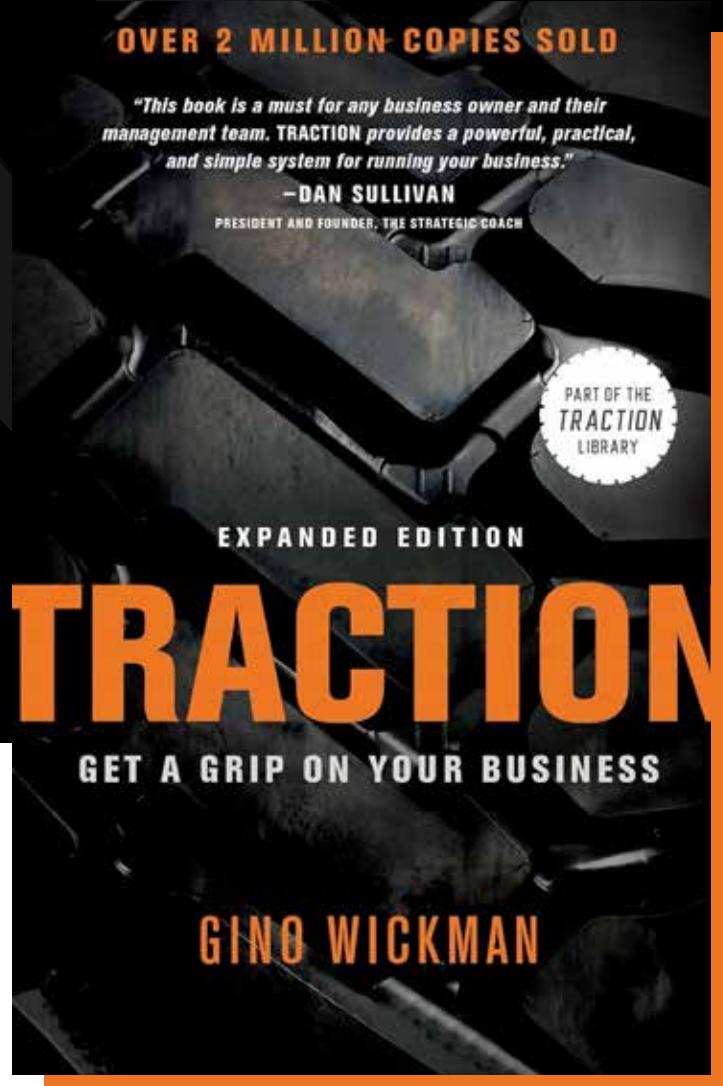
[BUY ON AMAZON](#)

John Warrillow

Built To Sell & The Art of Selling Your Business

Shows how to make your business desirable, scalable, and sellable.

“Read it when you’re tired of being irreplaceable.

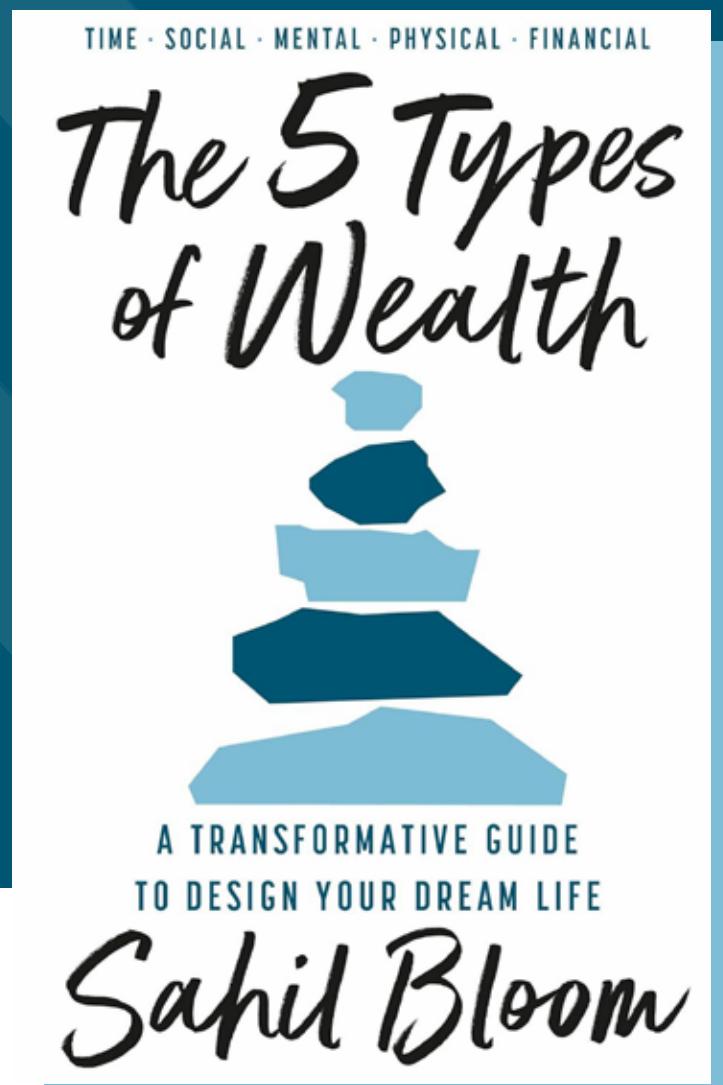


[BUY ON AMAZON](#)

Gino Wickman **Traction:** Get a Grip on Your Business

A no-fluff, implementable framework for growing and organizing your business.

“Read it when your team is growing and things feel messy.

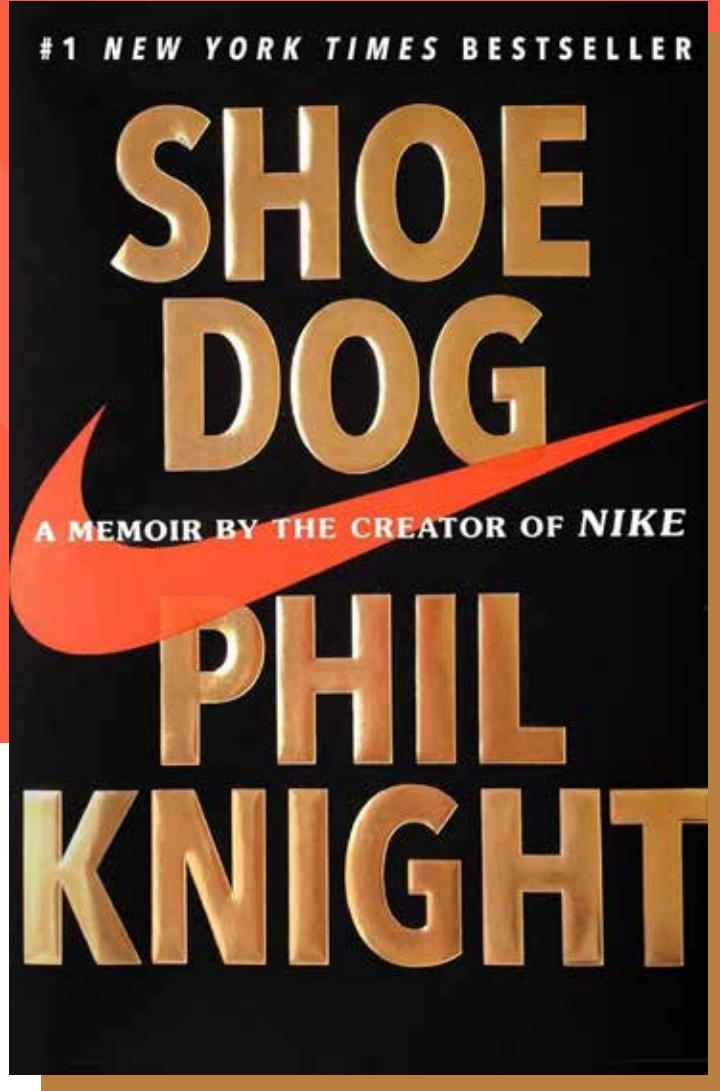


[BUY ON AMAZON](#)

Sahil Bloom **The 5 Types of Wealth:** A Transformative Guide to Design Your Dream Life

Expands your definition of wealth beyond money—into time, health, and impact.

“Read it when you’re successful financially but still feel incomplete.



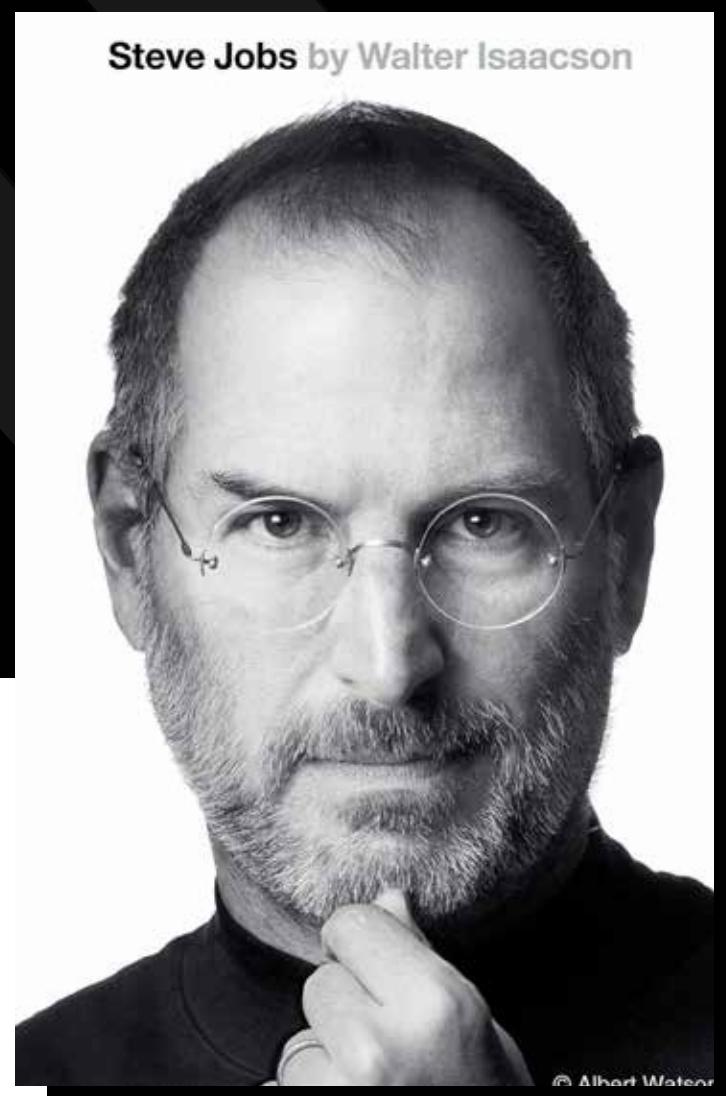
[BUY ON AMAZON](#)

Phil Knight

Shoe Dog: A Memoir by the Creator of Nike

An unfiltered founder memoir about grit, failure, and building Nike.

“Read it when you’re in the middle of chaos and need fuel to keep going.

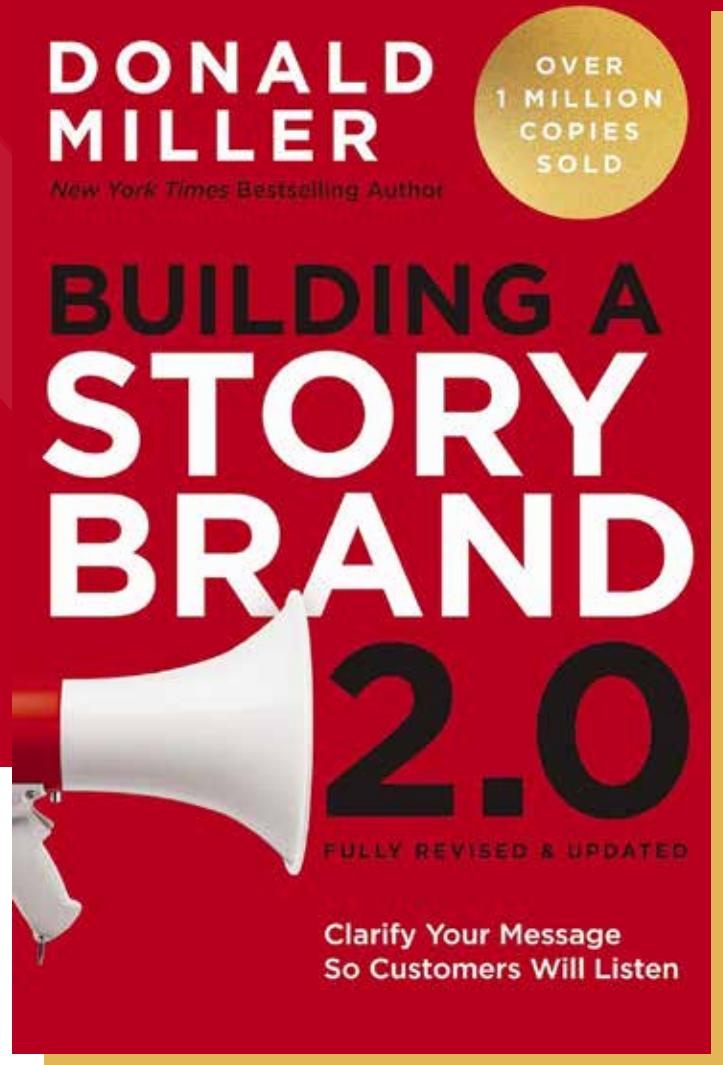


[BUY ON AMAZON](#)

Walter Isaacson
Steve Jobs

Captures the intensity, genius, and contradictions of Apple’s visionary.

“Read it when you’re building something that challenges the status quo.



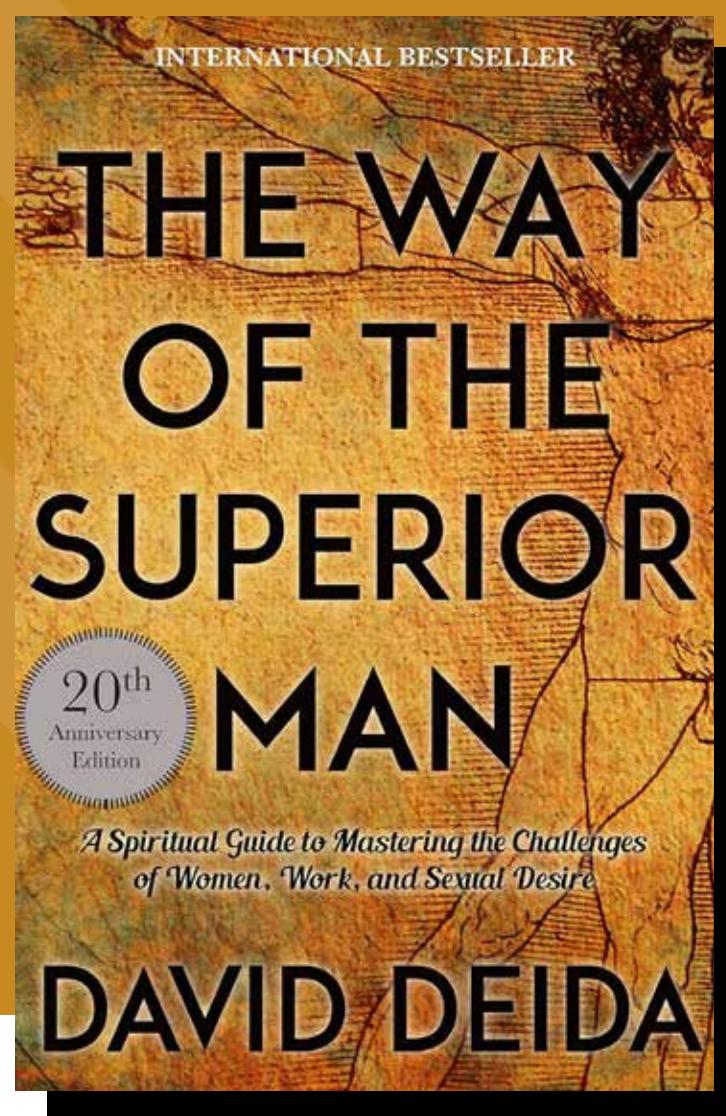
[BUY ON AMAZON](#)

Donald Miller

Building a StoryBrand 2.0: Clarify Your Message So Customers Will Listen

**Shows you how to clarify your
brand message so people actually listen.**

*"Read it when your marketing
is unclear or scattered."*



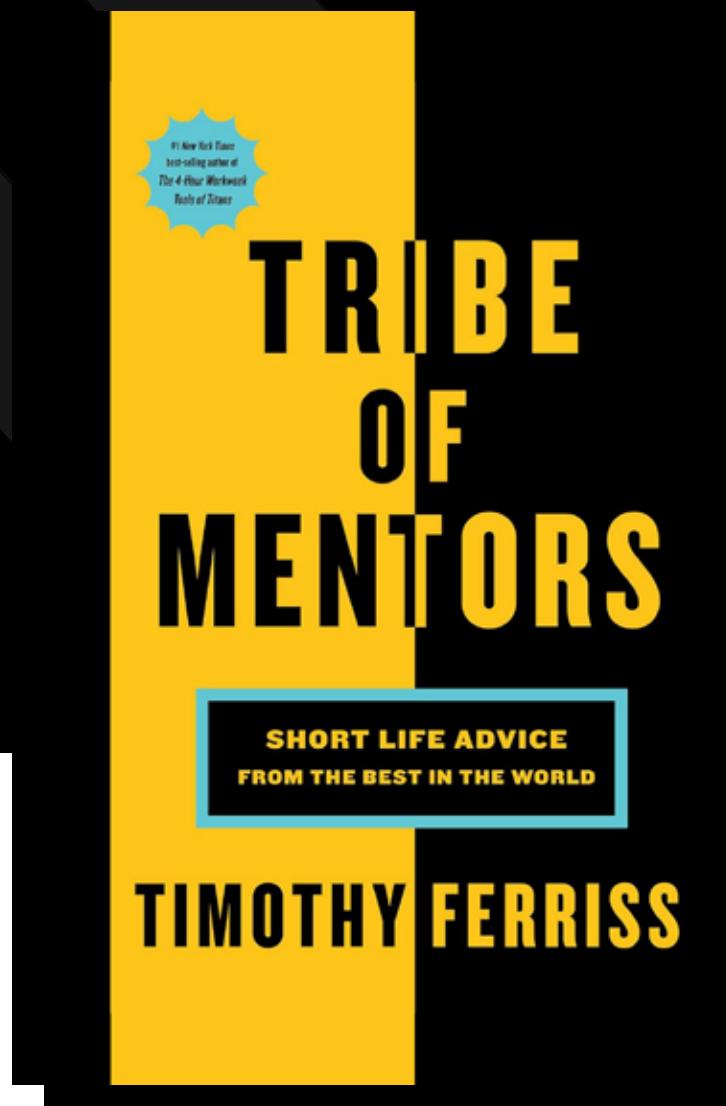
[BUY ON AMAZON](#)

David Deida

The Way of the Superior Man: A Spiritual Guide to Mastering the Challenges of Women, Work, and Sexual Desire

**A deep dive into masculine purpose, energy,
and spiritual polarity.**

*"Read it when you're navigating leadership, love,
or identity as a man."*



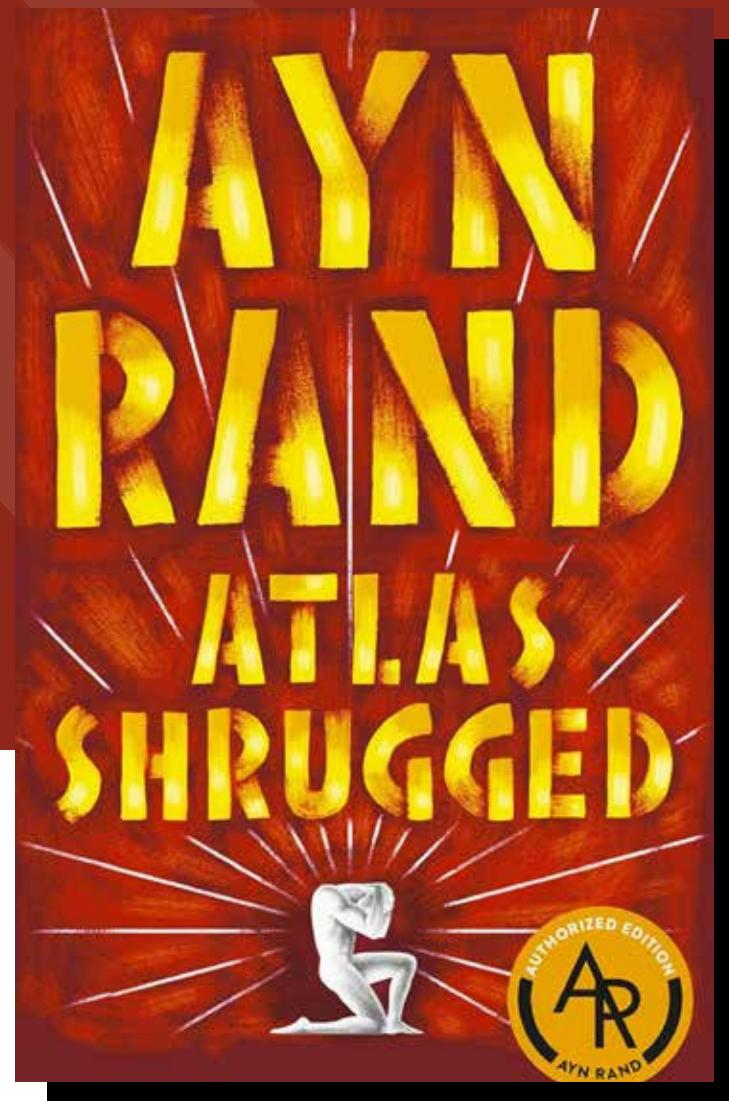
[BUY ON AMAZON](#)

Tim Ferriss

Tribe Of Mentors: Short Life Advice from the Best in the World

Bite-sized advice from world-class performers across every domain.

“Read it when you want to model excellence fast.



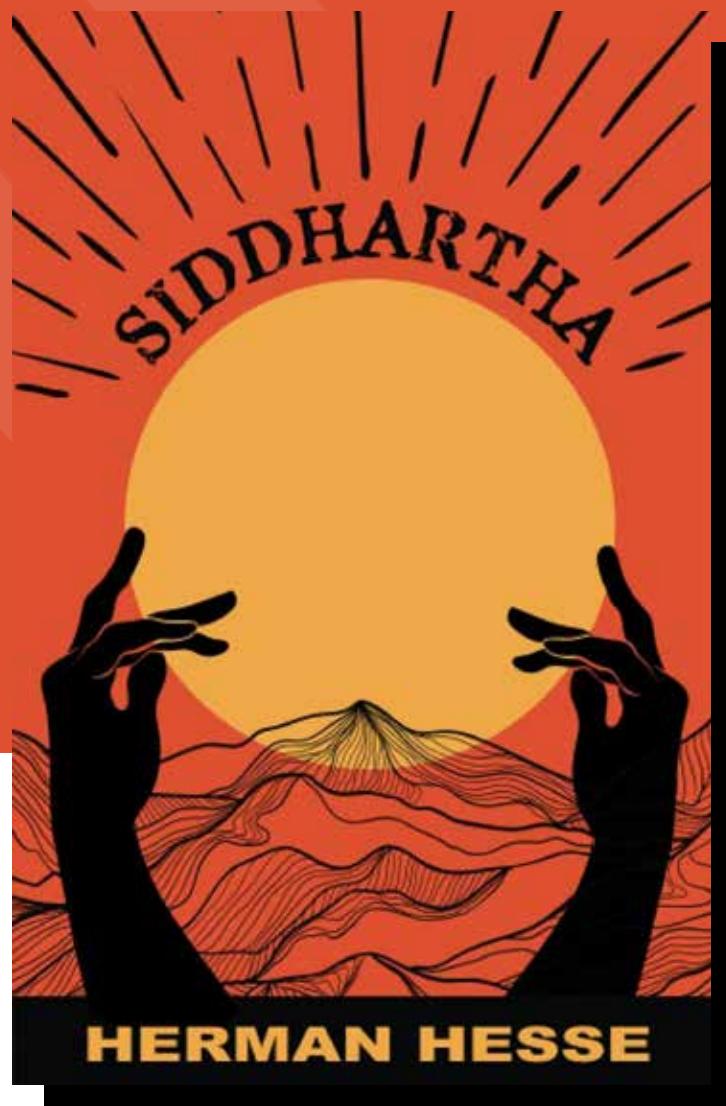
[BUY ON AMAZON](#)

Ayn Rand

Atlas Shrugged

A philosophical epic that glorifies productivity, logic, and the individual.

“Read it when you feel smothered by mediocrity or victim culture.



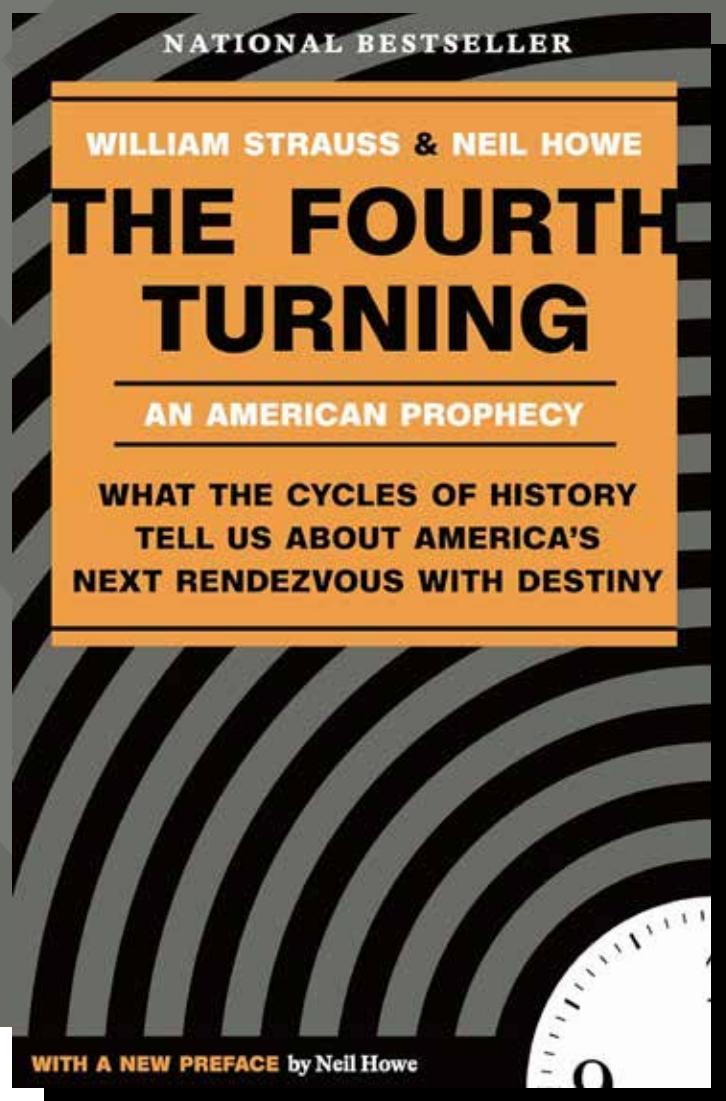
[BUY ON AMAZON](#)

Hermann Hesse

Siddhartha

A spiritual odyssey of self-discovery through and beyond ambition.

“Read it when seeking clarity beyond success.



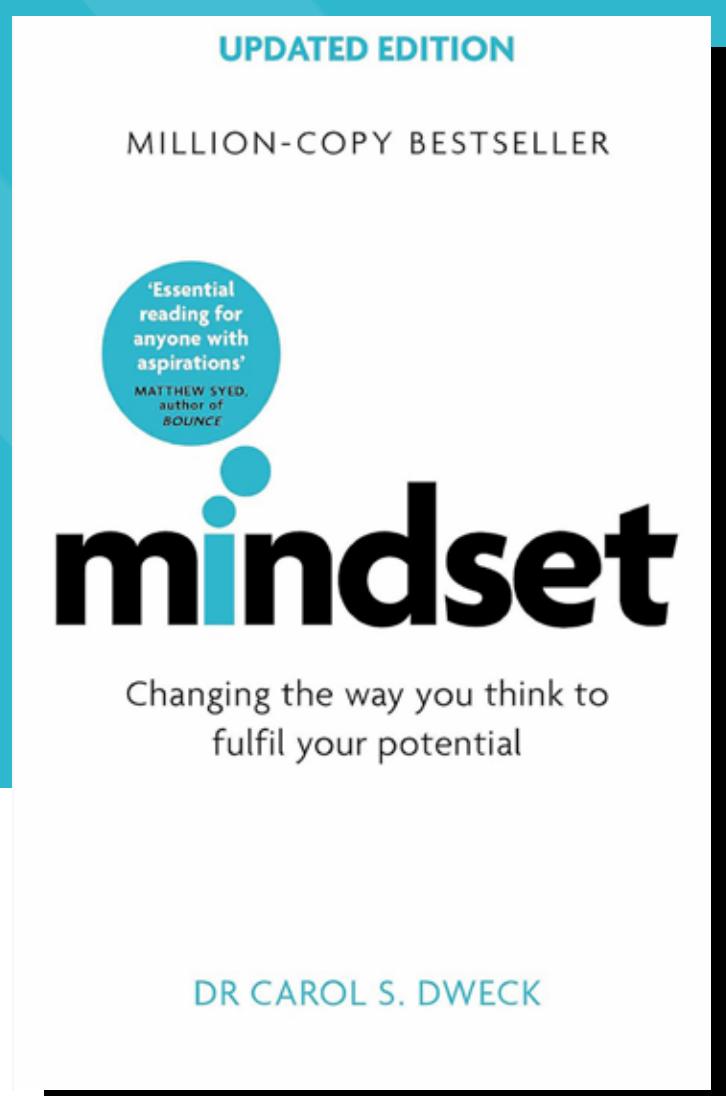
[BUY ON AMAZON](#)

William Strauss & Neil Howe

The Fourth Turning: An American Prophecy - What the Cycles of History Tell Us About America's Next Rendezvous with Destiny

Markets, economies and society follow cyclical patterns, this book tells you who and when these cycles occur. A generational map for predicting social, political, and economic cycles.

“Read it when making long-term legacy or investment decisions.



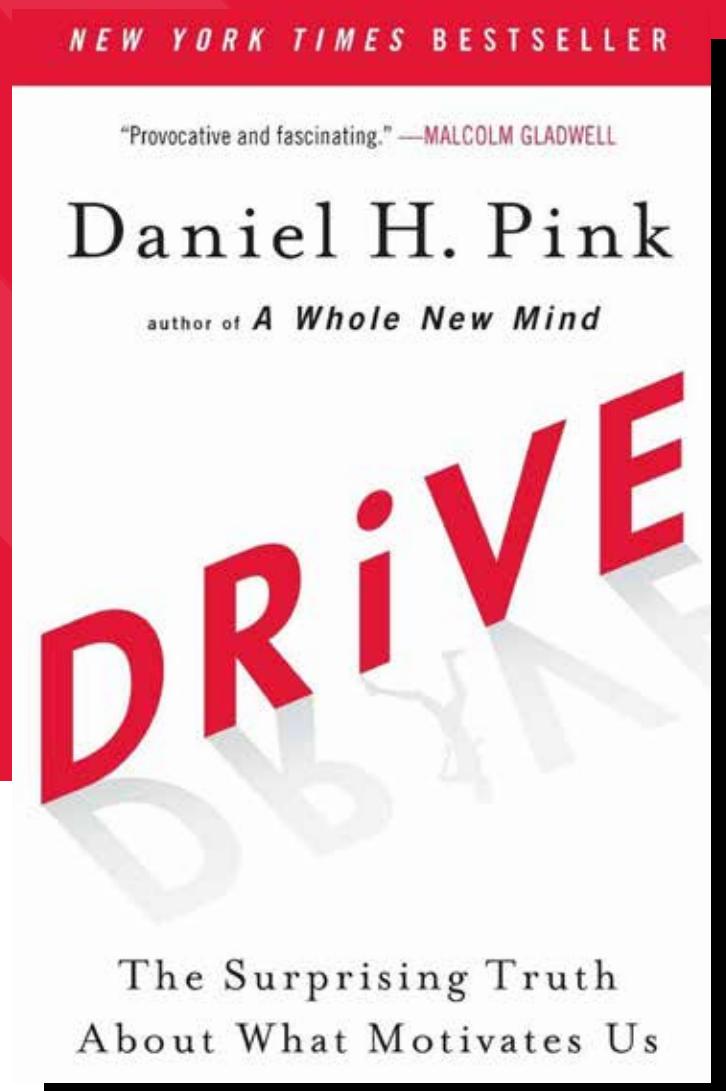
[BUY ON AMAZON](#)

Carol S. Dweck

Mindset: Changing The Way You think To Fulfil Your Potential

Distills how belief in growth shapes outcomes across all life domains.

“Read it when stuck, plateaued, or raising kids.



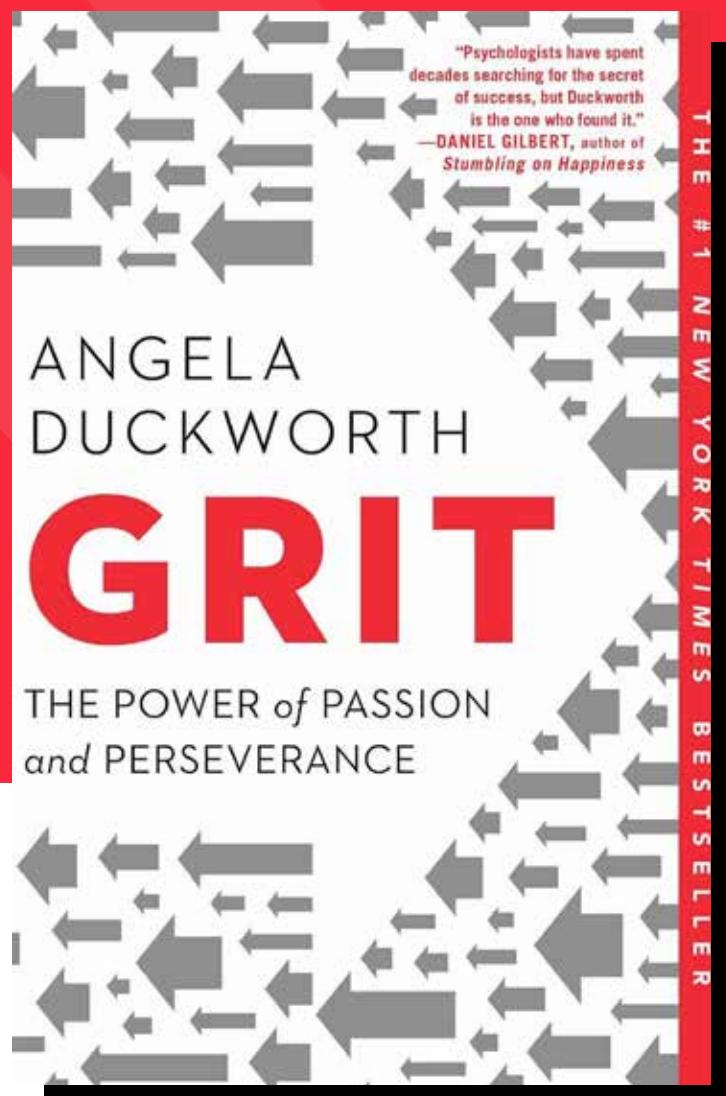
[BUY ON AMAZON](#)

Daniel H. Pink

Drive: The Surprising Truth About What Motivates Us

Unpacks the science of what truly motivates us.

“Read it when building systems, teams, or inner alignment.

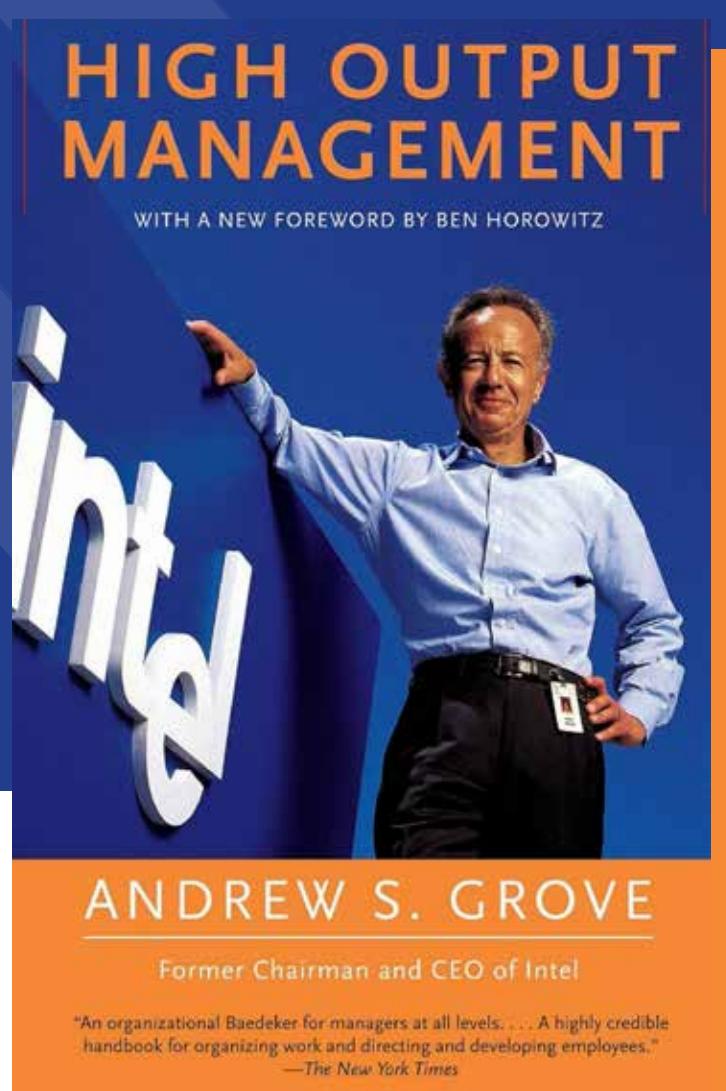


[BUY ON AMAZON](#)

Angela Duckworth
Grit: The Power of Passion and Perseverance

Turns out the only thing you need to be successful long term is GRIT. Shows how perseverance trumps talent in creating real-world results.

“Read it when you’re exhausted but not finished.”

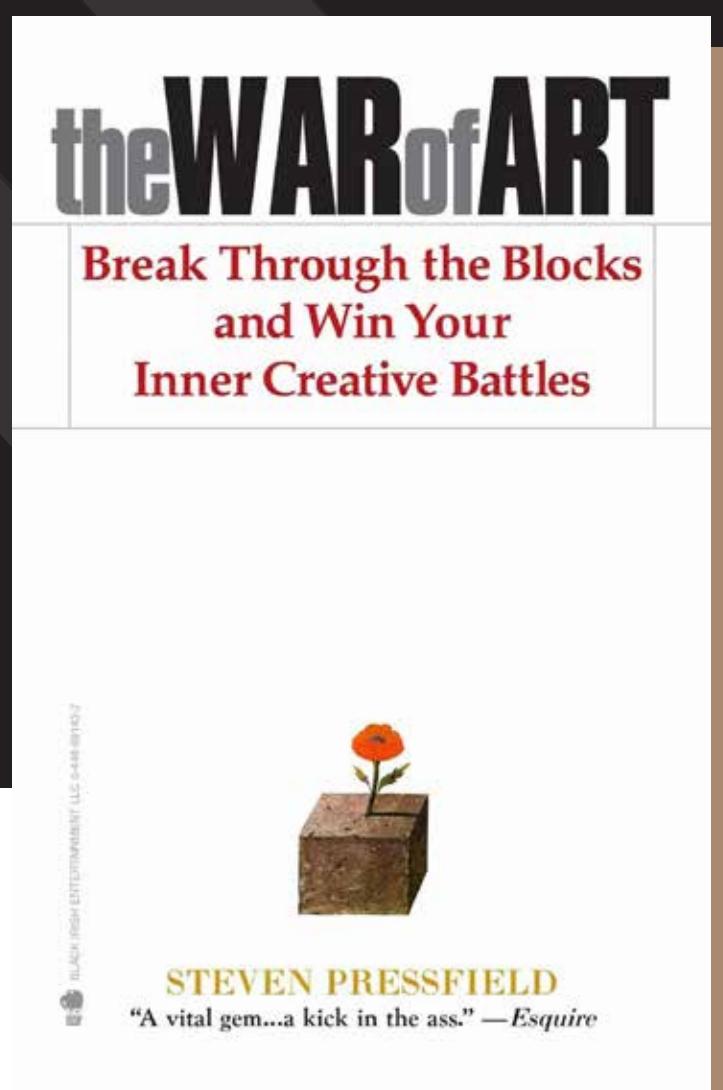


[BUY ON AMAZON](#)

Andrew Grove
High Output Management

Outdated delivery, but the single best book on training your employees. A tactical manual for running efficient, scalable teams.

“Read it when managing managers or scaling operations.”



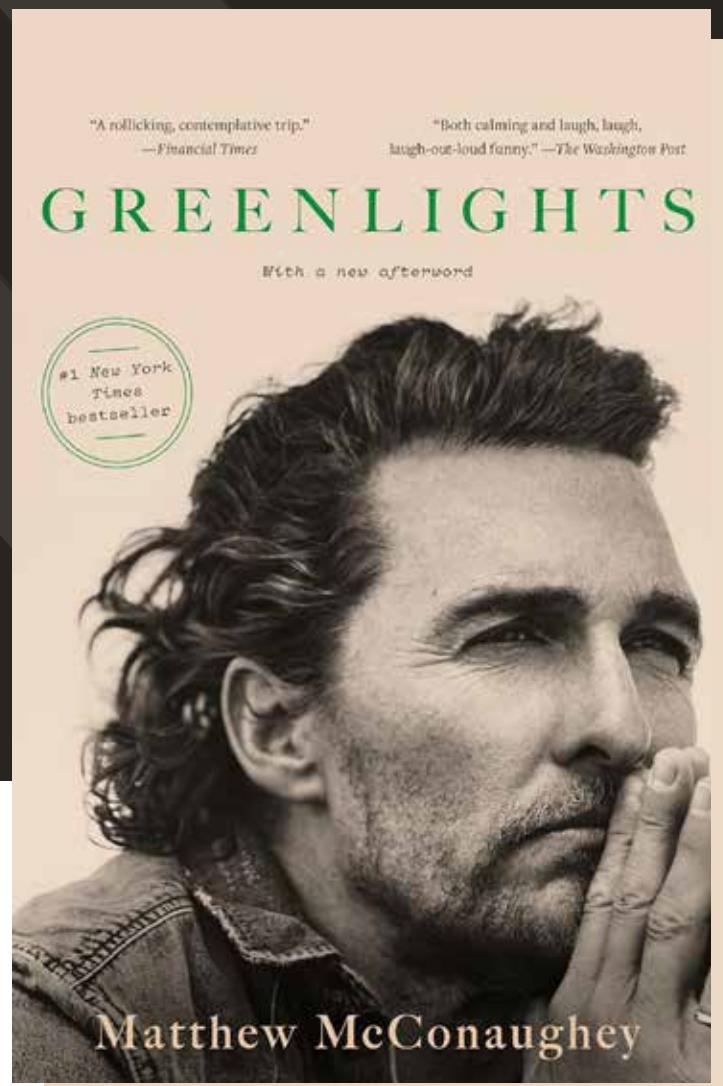
[BUY ON AMAZON](#)

Steven Pressfield

The War of Art: Break Through the Blocks and Win Your Inner Creative Battles

Do not confuse it with the chinese book: The Art of War. This book: Reveals how to overcome the internal enemy blocking your creative work.

“Read it when procrastination or perfectionism is killing your momentum.

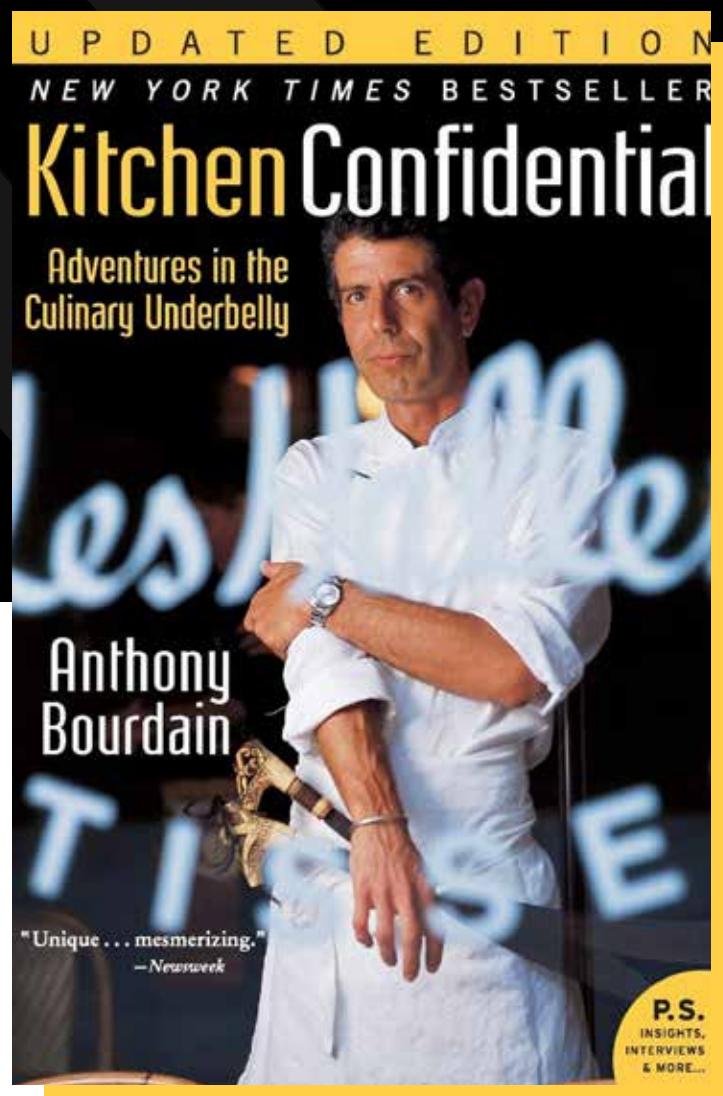


[BUY ON AMAZON](#)

Matthew McConaughey
Greenlights

We always liked McConaughey, but this book solidified it for us. A poetic, eccentric memoir about intuition, risk, and self-reinvention.

“Read it when your path is unclear or you’re hungry for freedom.

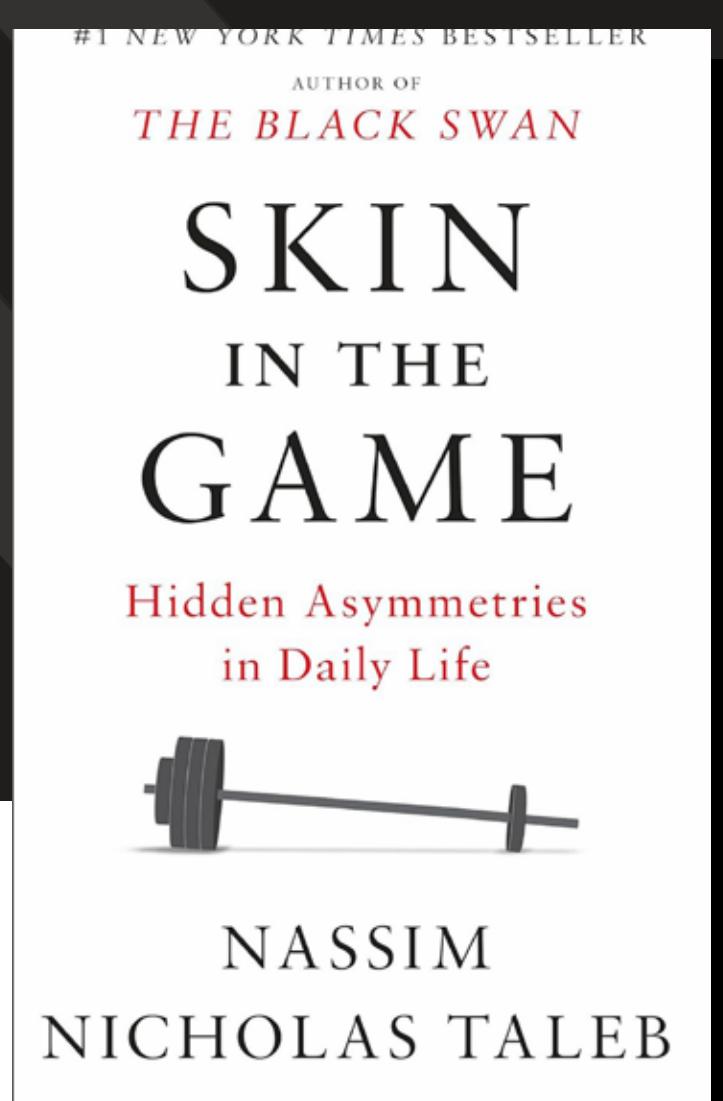


[BUY ON AMAZON](#)

Anthony Bourdain **Kitchen Confidential**

Anthony Bourdain got us to launch The World Of ALUX travel series. His suicide made us cancel it and focus on building a family. This book doesn't go into that but it gives you a glimpse into who this legend was. A gritty behind-the-scenes memoir of life in the kitchen and beyond.

“Read it when you crave raw authenticity and unfiltered hustle.

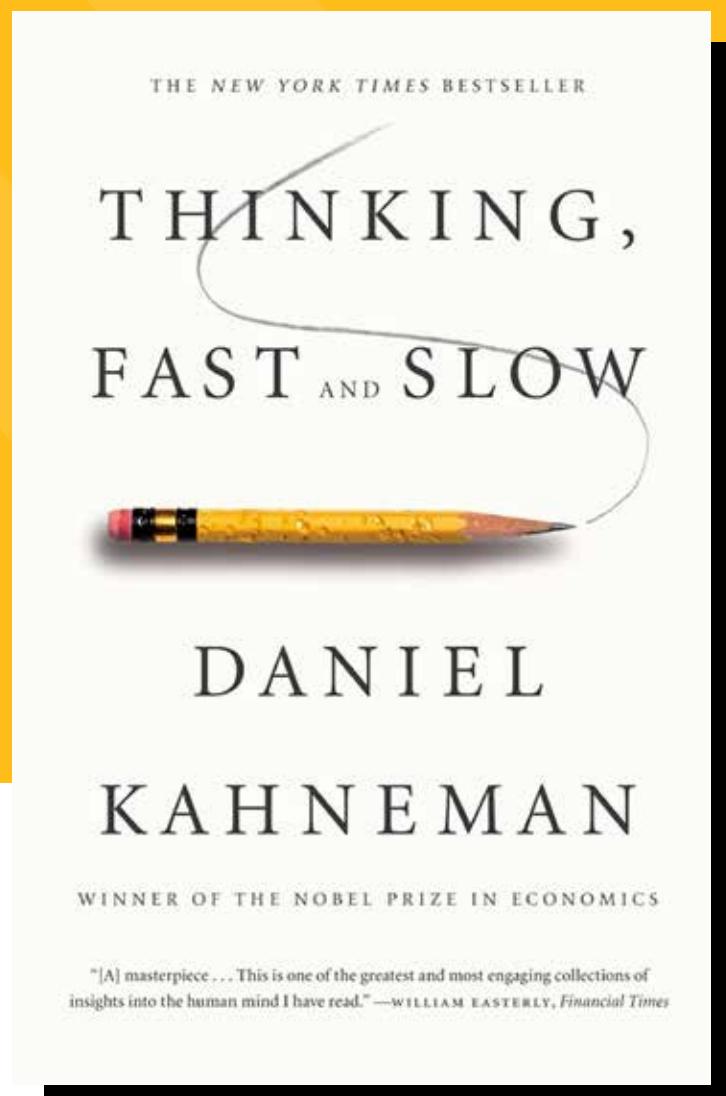


[BUY ON AMAZON](#)

Nassim Nicholas Taleb **Skin in the Game: Hidden Asymmetries in Daily Life**

Demands accountability from all decision-makers — no risk, no say.

“Read it when you’re thinking about giving shares to your employees.

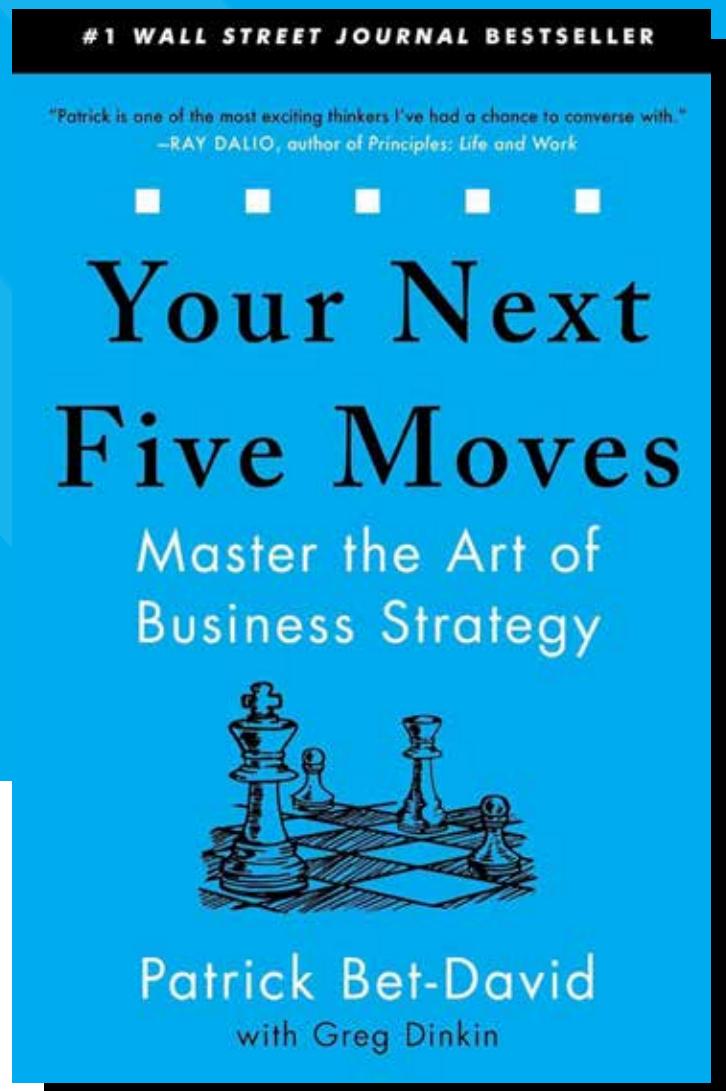


[BUY ON AMAZON](#)

Daniel Kahneman
Thinking, Fast and Slow

Unmasks the unconscious biases driving every choice you make.

“Read it when making high-stakes decisions or optimizing judgment.

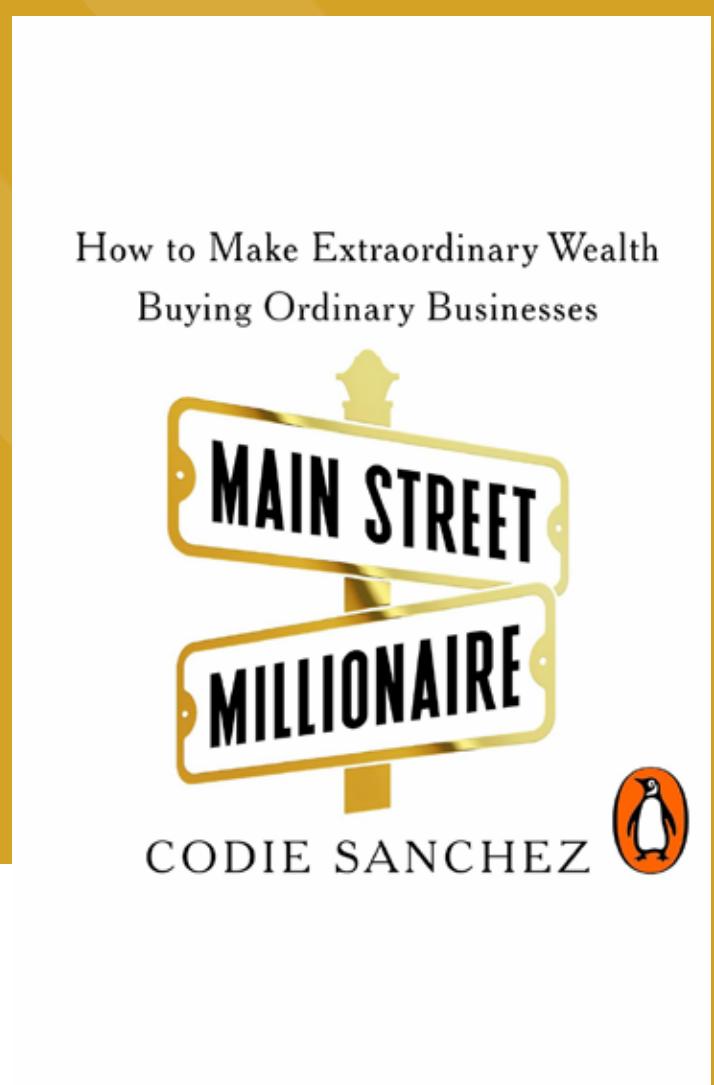


[BUY ON AMAZON](#)

Patrick Bet-David
**Your Next Five Moves:
Master the Art of Business
Strategy**

A strategic thinking manual for scaling your ambition.

“Read it when you’re feeling stuck but capable of much more.



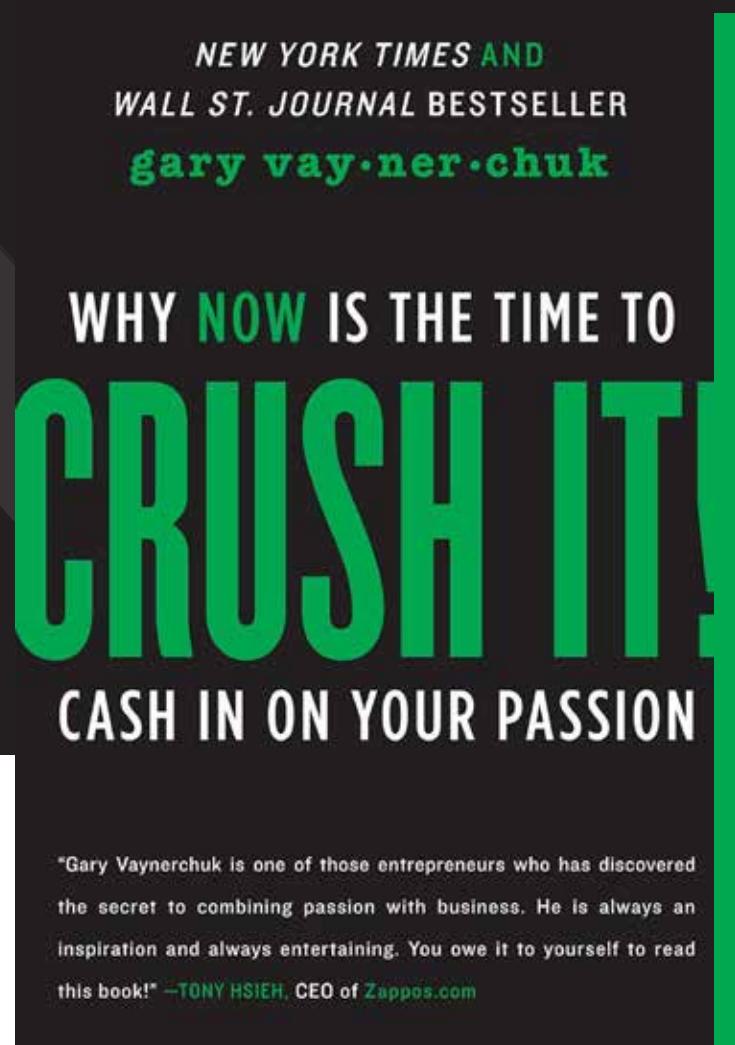
[BUY ON AMAZON](#)

Codie Sanchez

Main Street Millionaire: How to Make Extraordinary Wealth Buying Ordinary Businesses

Cody & Her Husband make buying businesses look easy. The book makes the case for boring businesses as the smartest path to wealth which, if you're a decent operator, is most likely true.

Read it if you have the entrepreneurial bug but have no idea what to do with it.



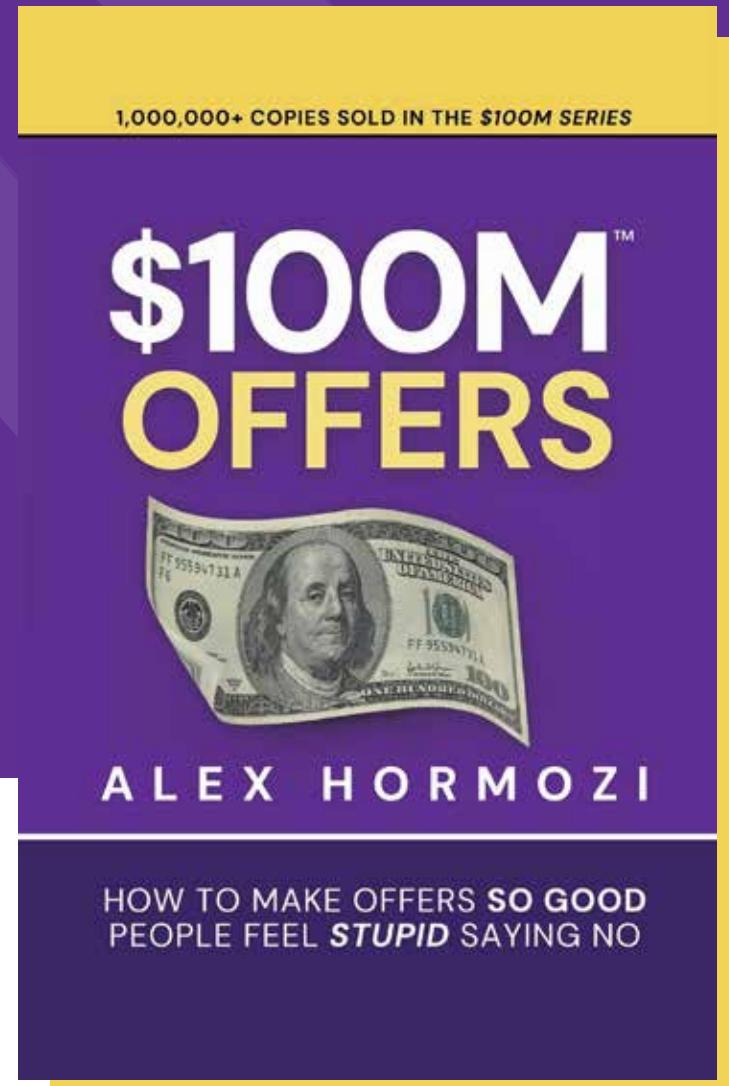
[BUY ON AMAZON](#)

Gary Vaynerchuk

Crush It!: Why Now Is The Time To Cash In On Your Passion

This is Gary's best book in our opinion. Gary played a big role in our upbringing and have served as a mentor for us. The book is an early blueprint for building brand and monetizing passion.

Read it when you're launching content, brand, or business.



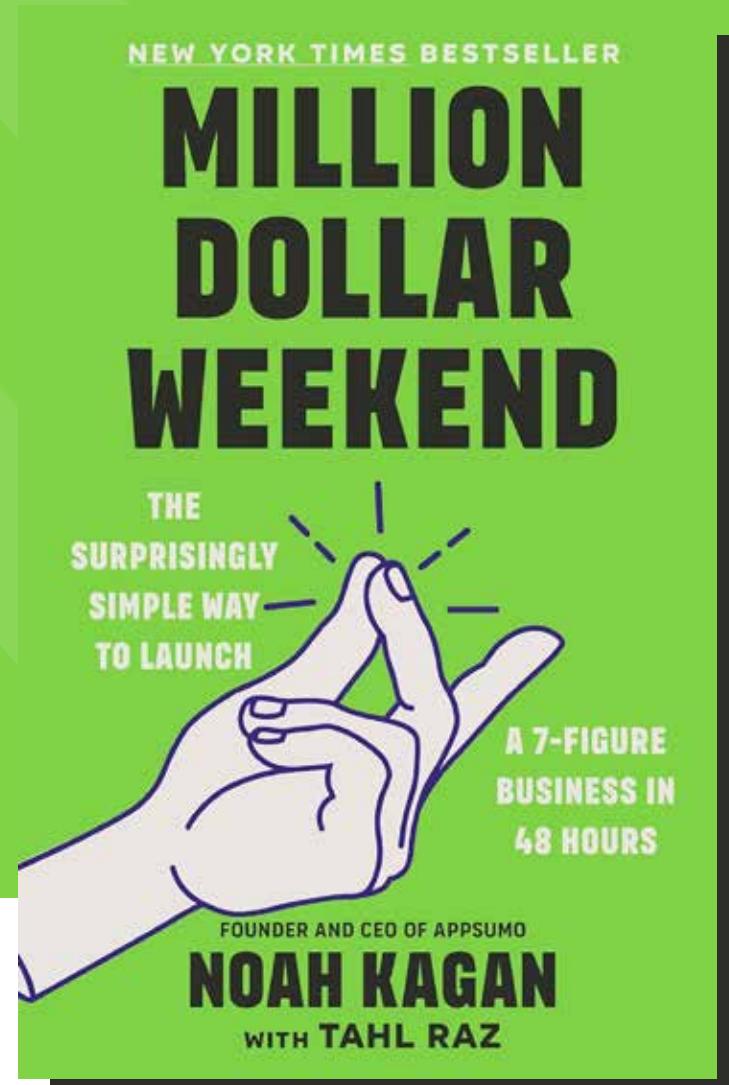
[BUY ON AMAZON](#)

Alex Hormozi

\$100M Offers & \$100M Leads

Lethal offer creation and lead gen systems from a no-BS builder.

“Read it when selling or scaling to 7–8 figures.



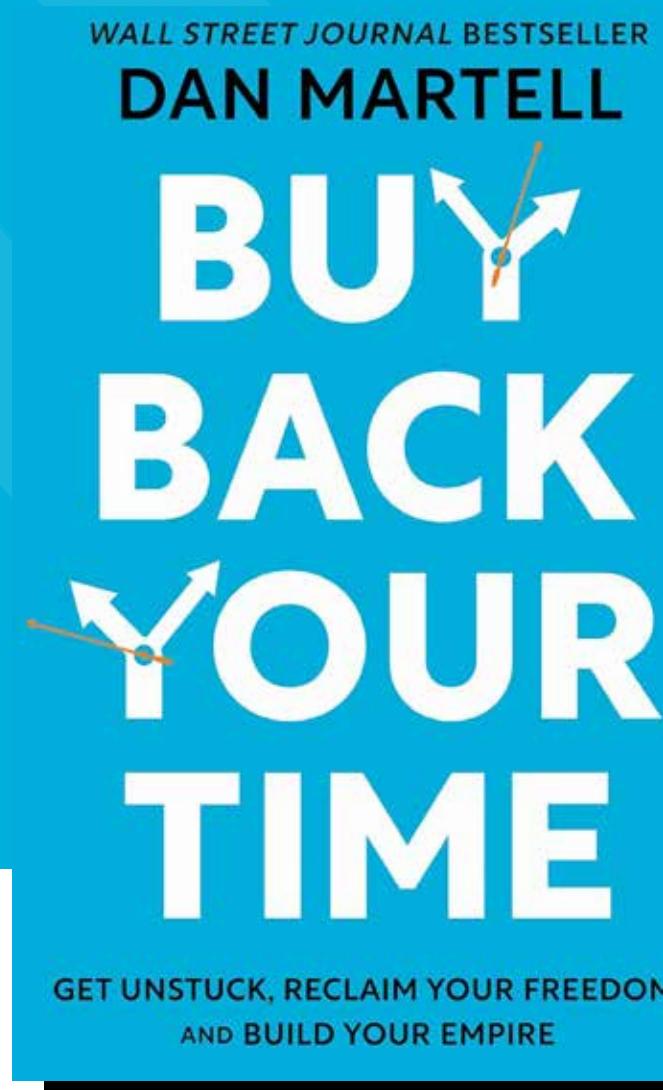
[BUY ON AMAZON](#)

Noah Kagan

Million Dollar Weekend: The Surprisingly Simple Way to Launch a 7-Figure Business in 48 Hours

Noah is an OG of the internet business world and we followed his journey to close to billionaire since we were building our first wordpress website for Alux. His book is a fast-track framework to go from idea to revenue in 48 hours.

“Read it when you’re ready to launch now, not later.



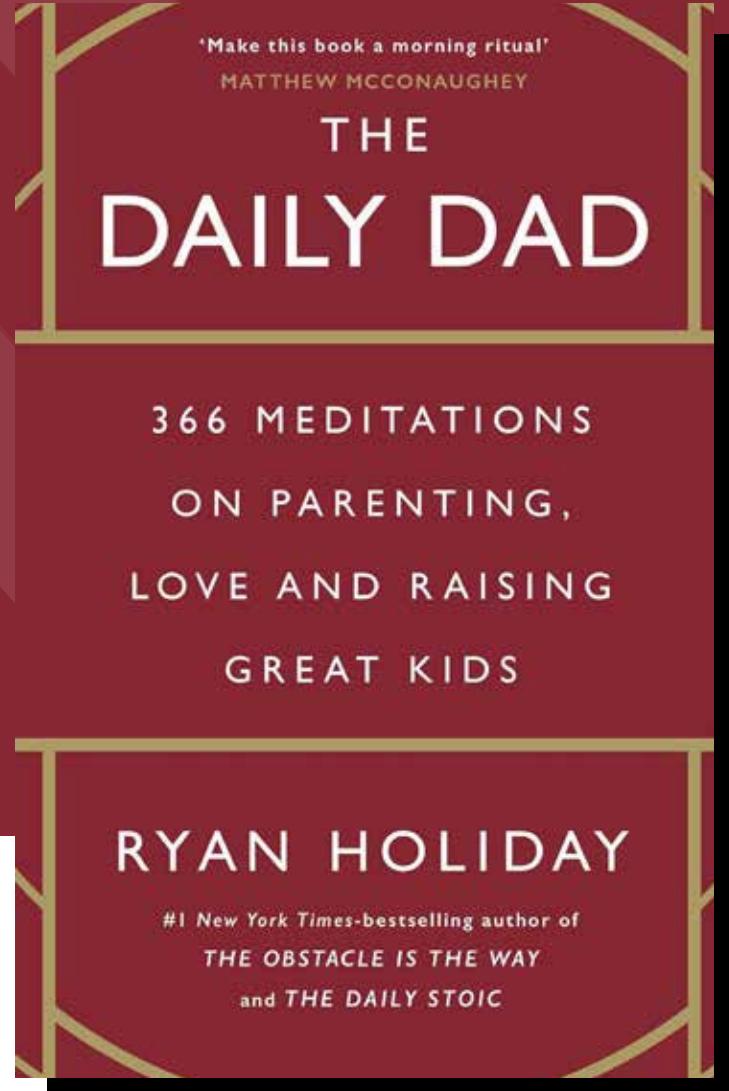
[BUY ON AMAZON](#)

Dan Martell

Buy Back Your Time: Get Unstuck, Reclaim Your Freedom, and Build Your Empire

Shows how to scale your business without
sacrificing your life.

“Read it when you’re busy but not free.



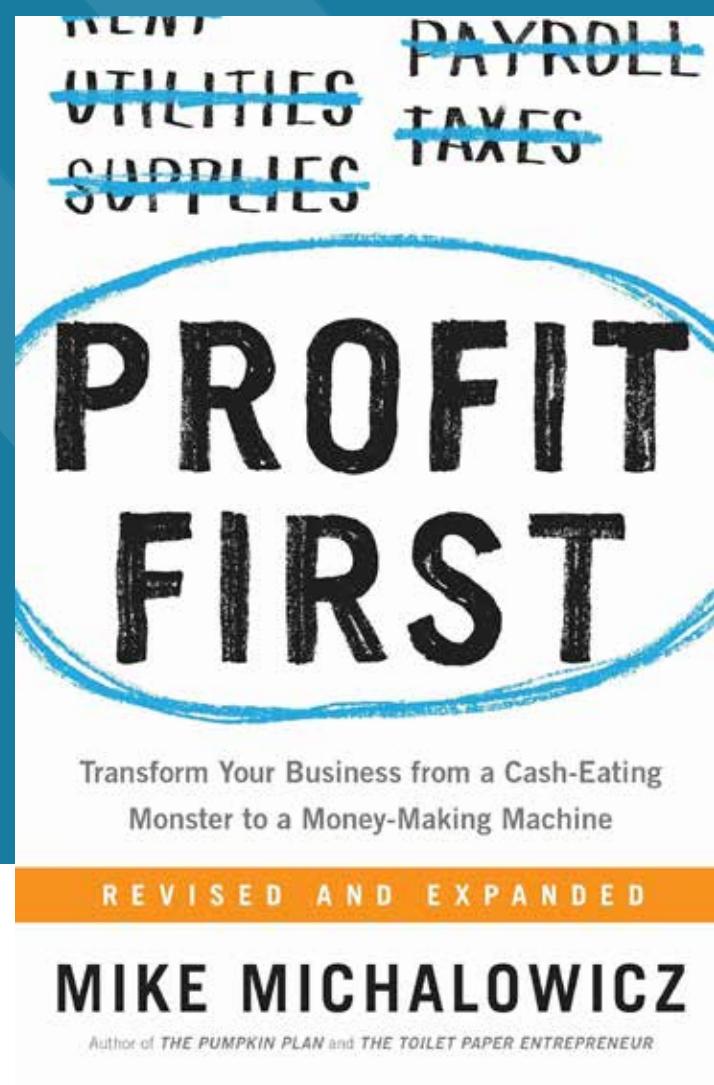
[BUY ON AMAZON](#)

Ryan Holiday

The Daily Dad: 366 Meditations on Parenting, Love, and Raising Great Kids

When we became a parent we took all the obsession we had for business and put it into raising kids. Since you don't have much time on your hands, this book is a perfect nugget of gold for you to start your day with. The book is: Stoic meditations for building strong families and stronger men.

“Read it when leading at home becomes your greatest responsibility.



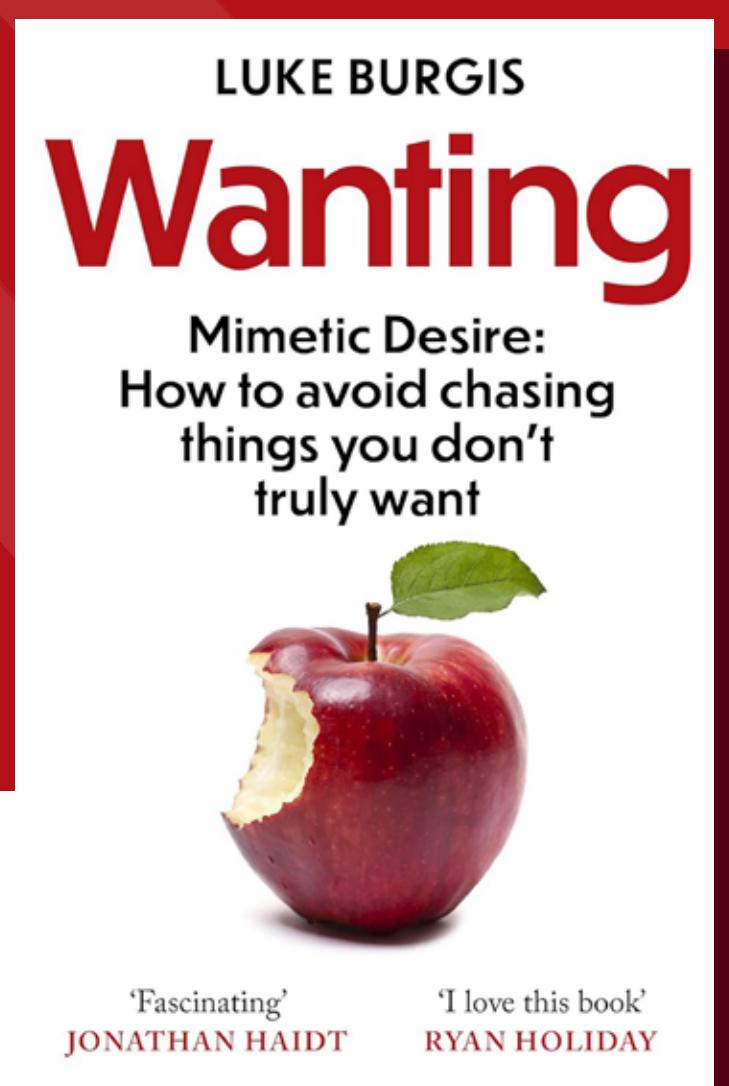
[BUY ON AMAZON](#)

Mike Michalowicz

Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

After reading this book we immediately made a cashflow change to our business and haven't looked back since. A cashflow system that pays the owner first and creates real profit.

Read it when revenue is growing but profit is missing.



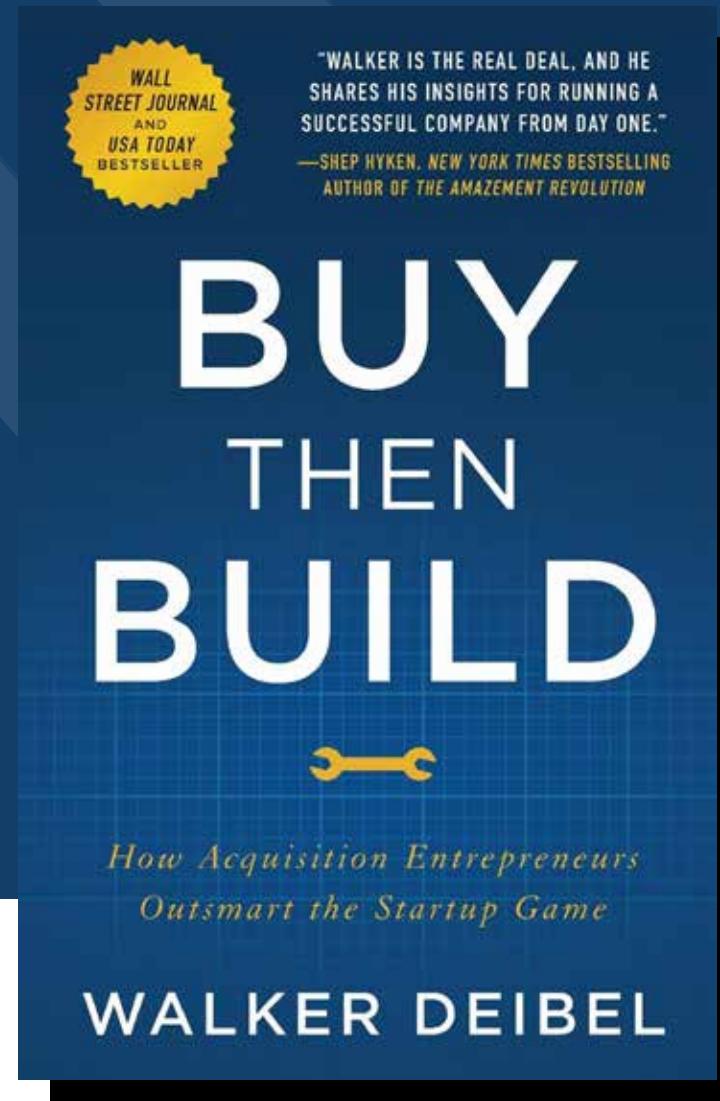
[BUY ON AMAZON](#)

Luke Burgis

Wanting: The Power of Mimetic Desire in Everyday Life

Luke is a friend of the brand and his insights into life have elevated our existence. The book: Unpacks why we want what others want — and how to choose differently.

Read it when you feel misaligned or distracted by status games.



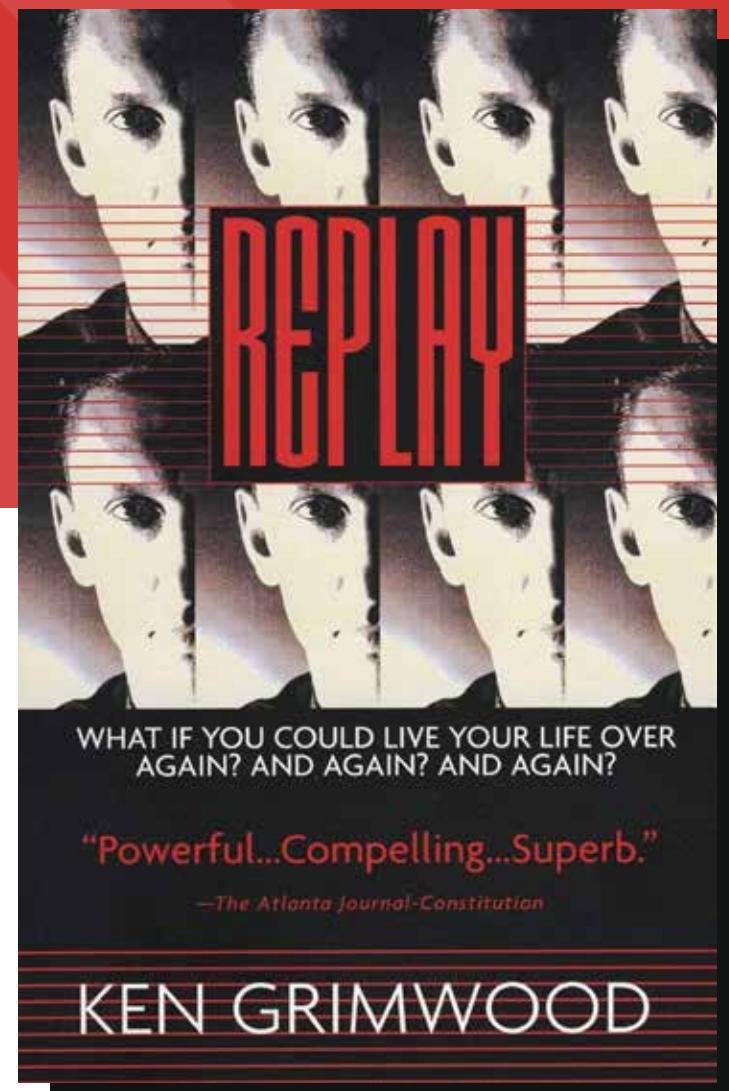
[BUY ON AMAZON](#)

Walker Deibel

Buy Then Build: How Acquisition Entrepreneurs Outsmart the Startup Game

Acquisition Entrepreneurship at its best.

“Read it if you’re ready to expand your business portfolio.



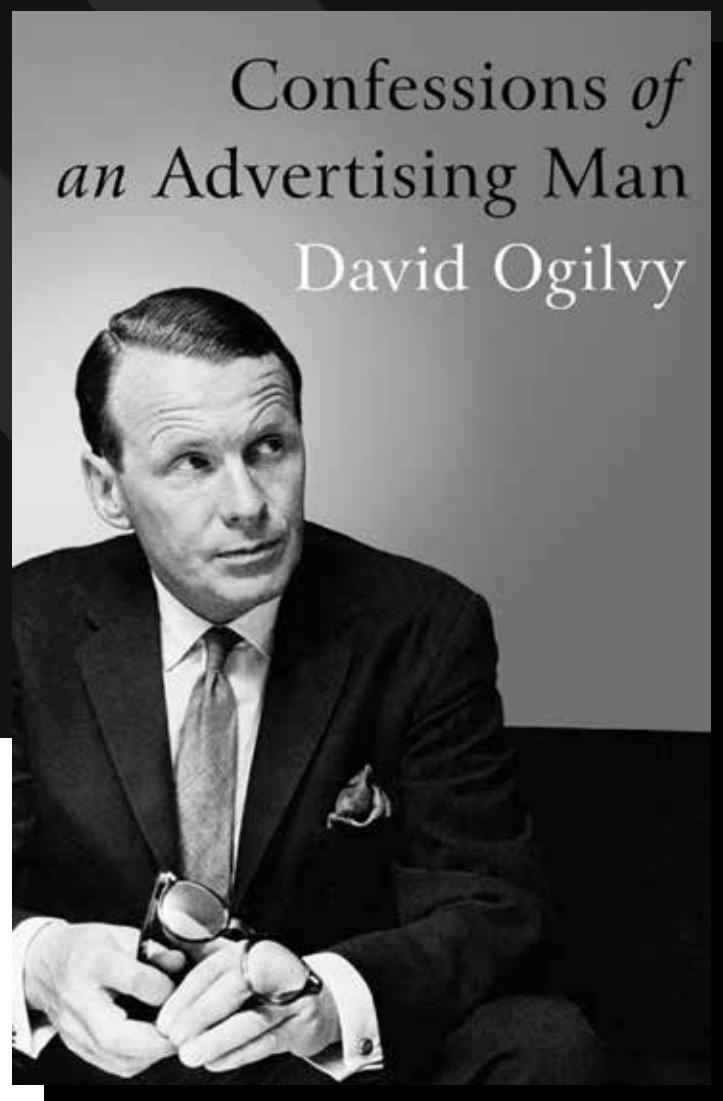
[BUY ON AMAZON](#)

Ken Grimwood

Replay

A time-loop novel that explores regret, do-overs, and the meaning of life. This is not a novel idea book: you get to respawn after you die- actually it's kinda basic fiction, but it made this list for a specific reason, because Aluxers specifically would follow the same path our protagonist does.

“Read it when reflecting on your choices or fantasizing about second chances.

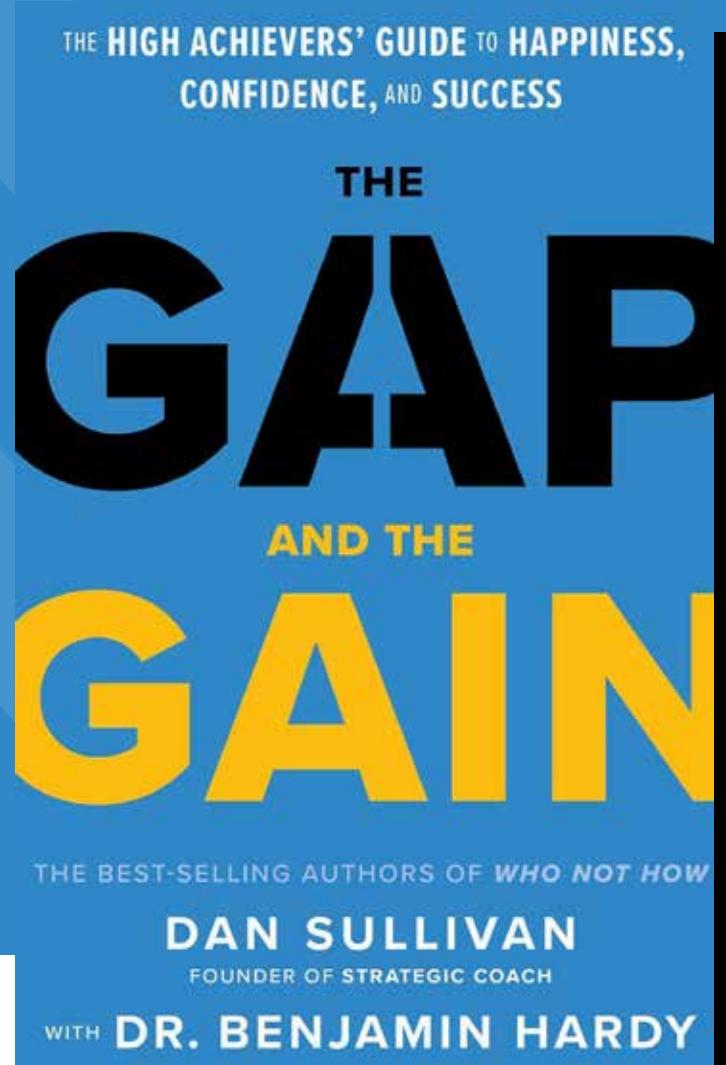


[BUY ON AMAZON](#)

David Ogilvy
**Confessions
of an Advertising Man**

An elegant blueprint for selling, branding, and building legacy campaigns. Ogilvy is the father of advertising as we know it.

*“*Read it when you’re crafting brand identity or copy that must convert.

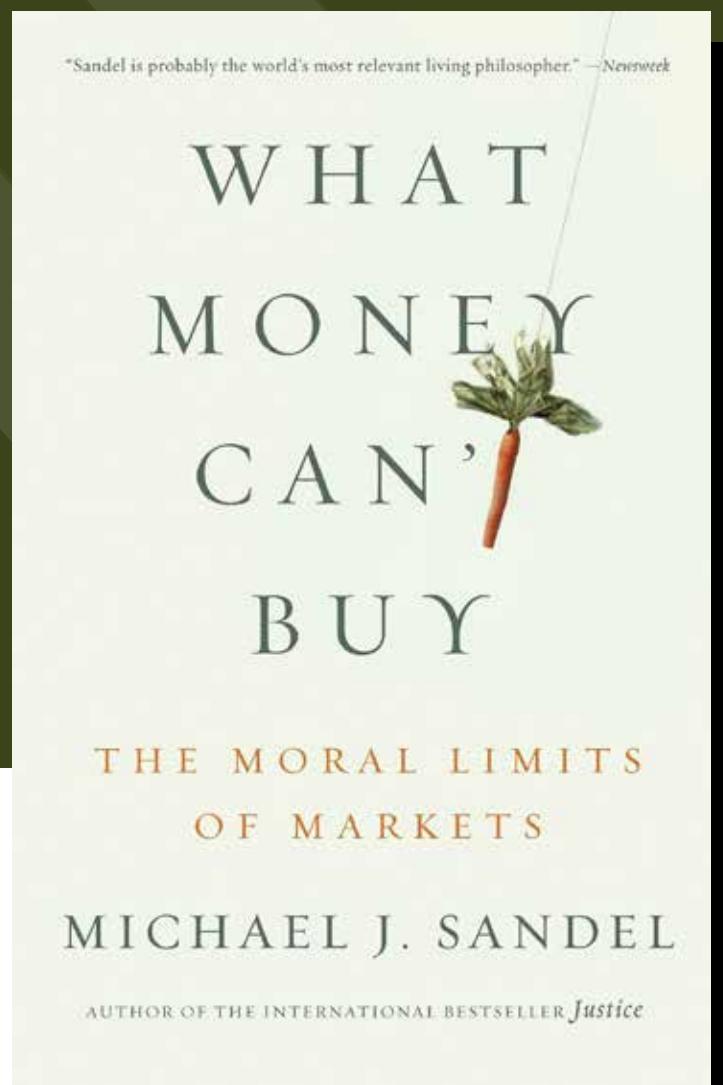


[BUY ON AMAZON](#)

Dan Sullivan & Benjamin Hardy
**The Gap and The Gain:
The High Achievers' Guide
to Happiness, Confidence,
and Success**

Teaches you how to measure success by progress, not perfection.

*“*Read it when achieving but feeling unfulfilled.



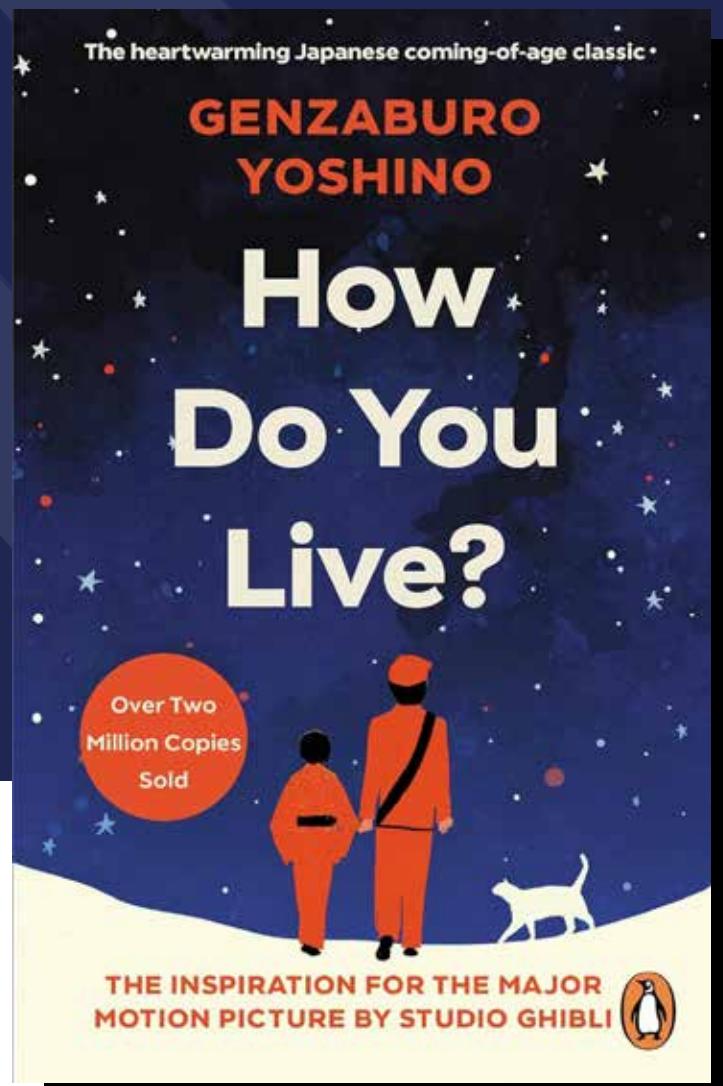
[BUY ON AMAZON](#)

Michael J. Sandel

What Money Can't Buy: The Moral Limits of Markets

Challenges the morality of commodifying everything. There's so many phenomenal examples in this book that poke at your moral compass.

"Read it when wealth increases, and you're asking "at what cost?"



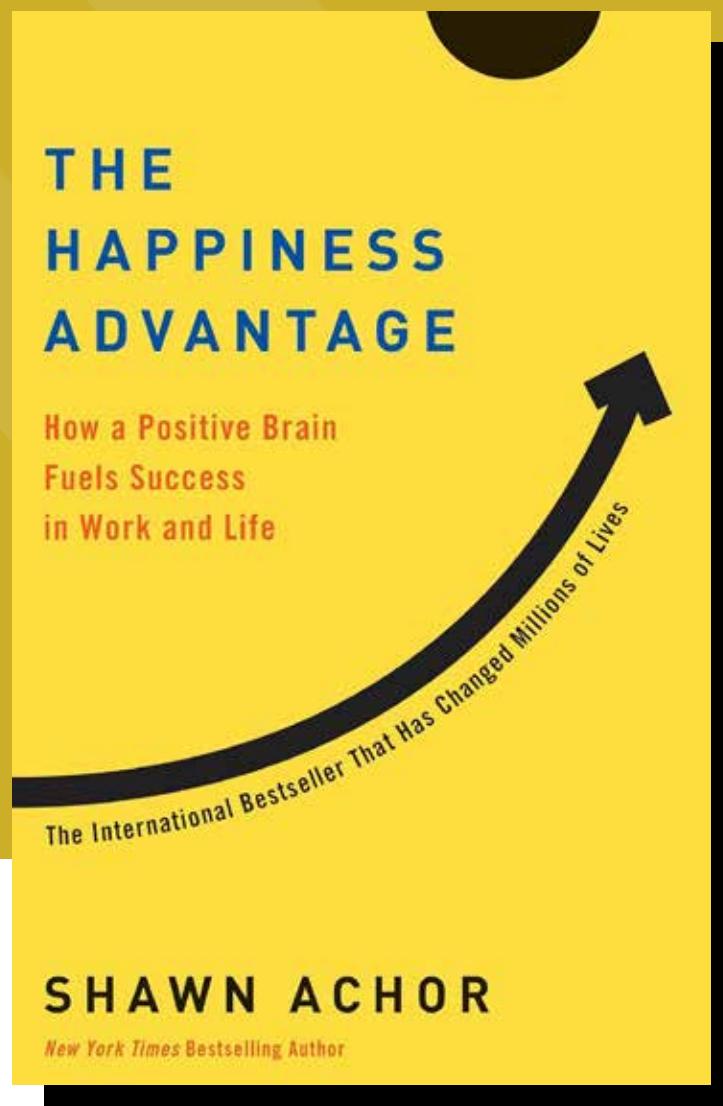
[BUY ON AMAZON](#)

Genzaburō Yoshino

How Do You Live?

A coming-of-age story filled with wisdom, courage, and quiet rebellion.

"Read it when mentoring youth—or mentoring your younger self."



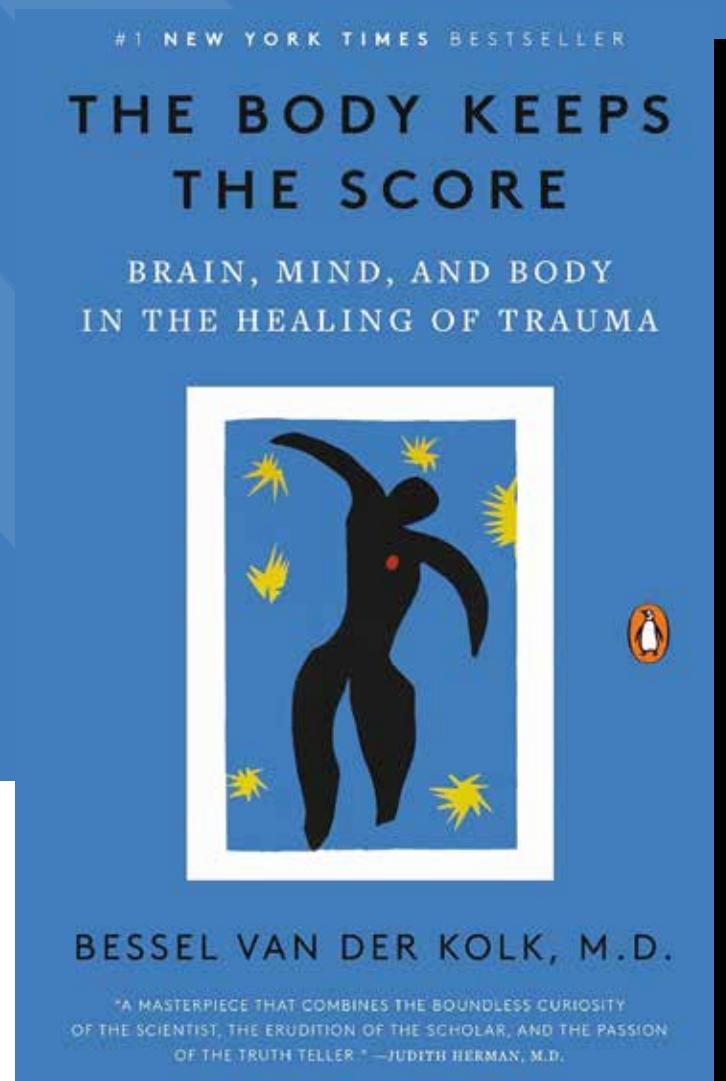
[BUY ON AMAZON](#)

Shawn Achor

The Happiness Advantage: How a Positive Brain Fuels Success in Work and Life

Reframes happiness as the cause — not the result — of success.

“Read it when building culture, motivation, or your own momentum.”



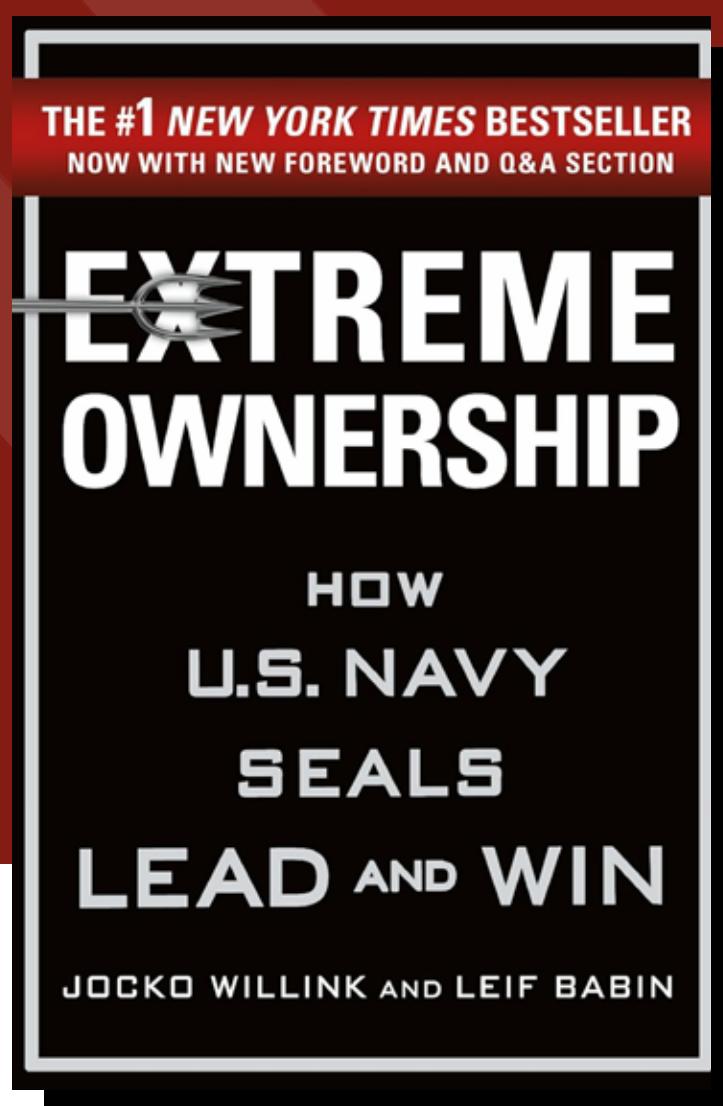
[BUY ON AMAZON](#)

Bessel van der Kolk

The Body Keeps the Score: Brain, Mind, and Body in the Healing of Trauma

Reveals how trauma shapes behavior and how the body holds the keys to healing.

“Read it when healing old pain or helping others recover.”



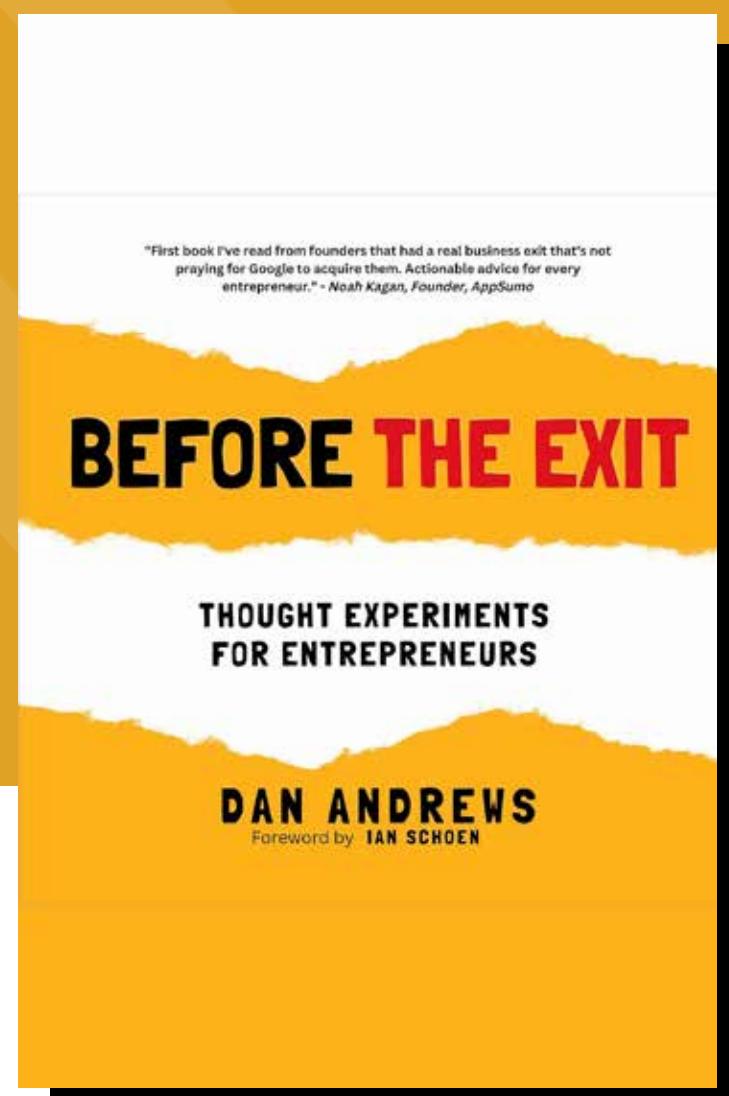
[BUY ON AMAZON](#)

Jocko Willink

Extreme Ownership: How U.S. Navy SEALs Lead and Win

The best thing we ever did in our life is realize nobody is coming to save us, so we have to save ourselves. This book distills that mindset.

"Read it when you're done making excuses"



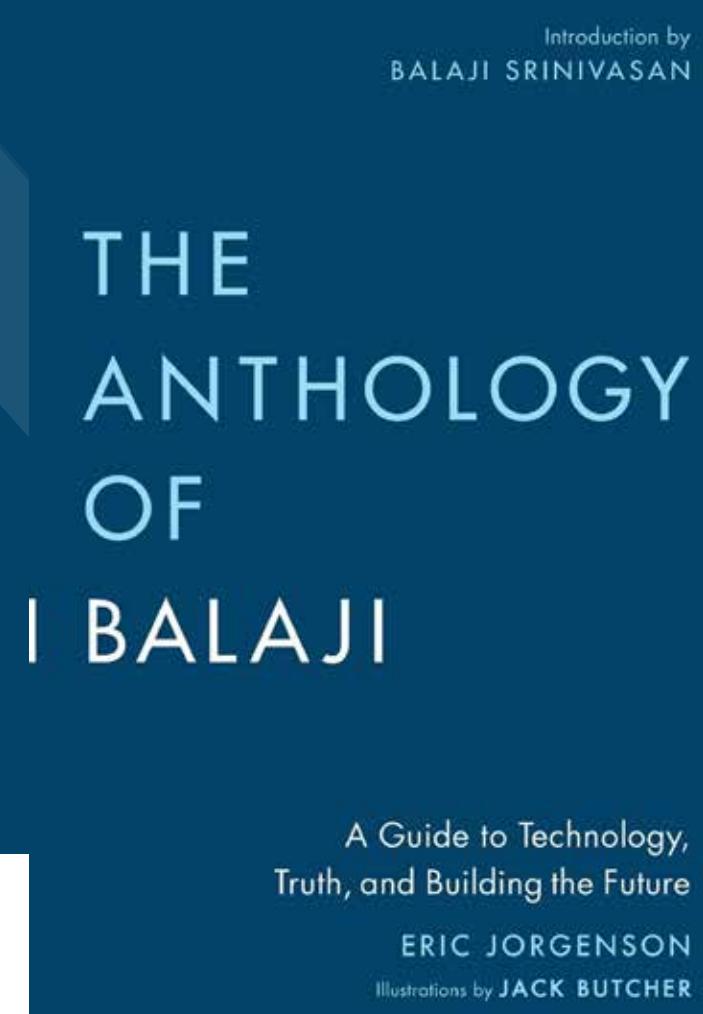
[BUY ON AMAZON](#)

Dan Andrews & Ian Schoen

Before the Exit

Super short book you should read while you're getting ready to sell your business. It prepares your mind for the psychological and strategic parts of selling your business.

"Read it when thinking about your next chapter beyond the business."



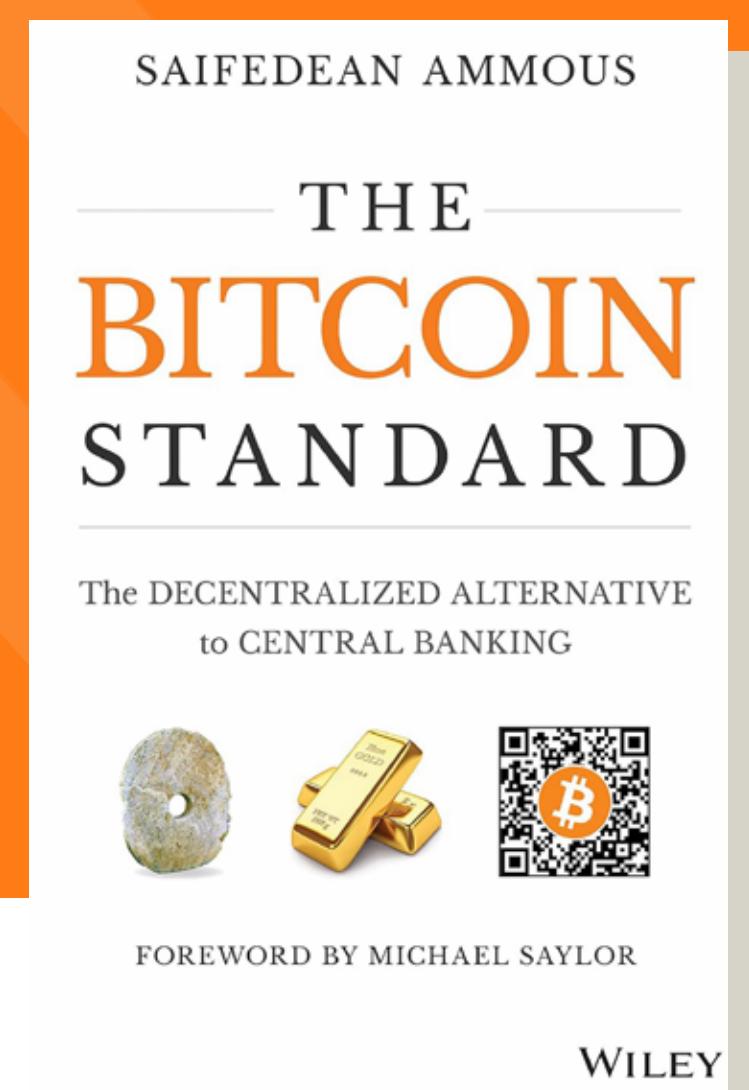
[BUY ON AMAZON](#)

Eric Jorgenson

The Anthology of Balaji: A Guide to Technology, Truth, and Building the Future

Balaji is not only one of our favorite twitter follows but probably one of the smartest as well. A future-focused blend of crypto, health, tech, and sovereignty.

“Read it when thinking in decades, not quarters.



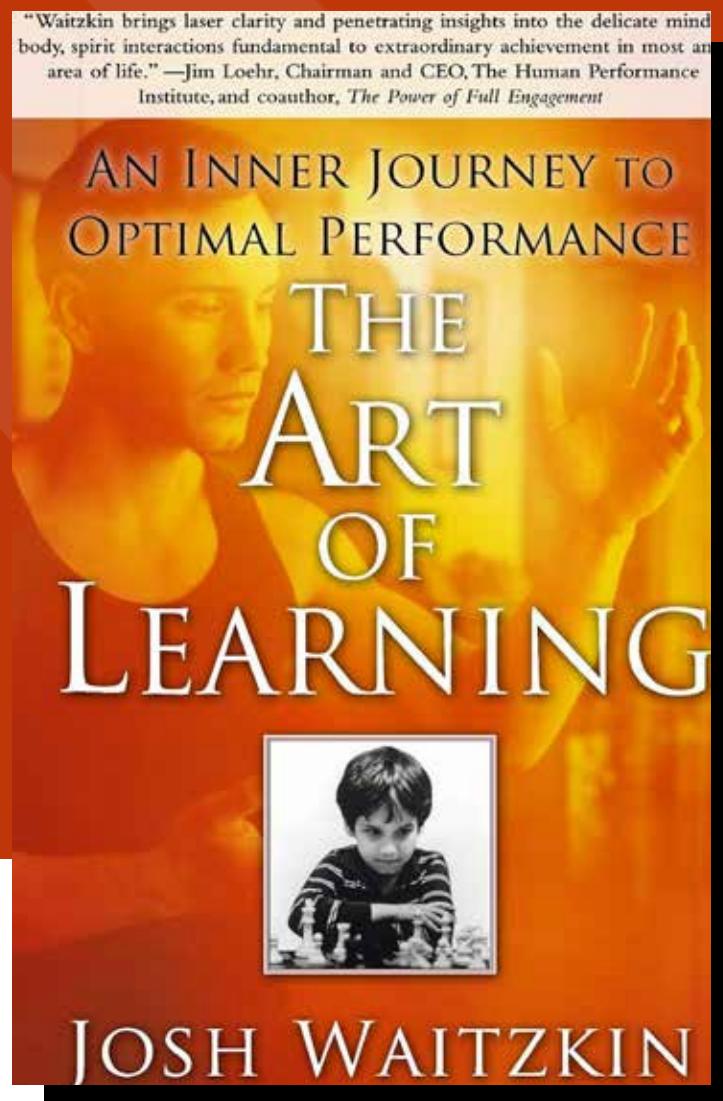
[BUY ON AMAZON](#)

lorem

The Bitcoin Standard: The Decentralized Alternative to Central Banking

We bought our first bitcoin when it was \$3,500 and haven't sold any yet. It will either change money as we know it or it will go to zero. Argues that Bitcoin is not just a currency — but a revolution in money itself.

“Read it when learning to protect wealth in an unstable world.



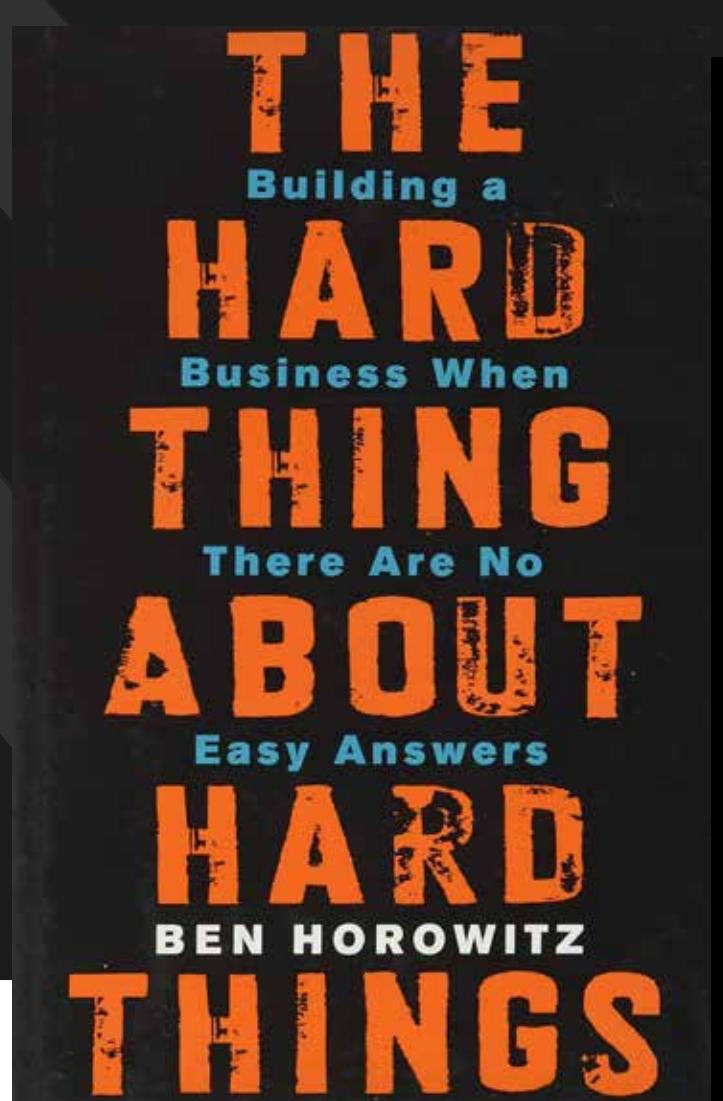
[BUY ON AMAZON](#)

Josh Waitzkin

The Art of Learning: An Inner Journey to Optimal Performance

**Learning how to learn is a superpower.
This was the first book we learned when we
started working on Learning Mastery!
The book is a guide to transforming adversity
into performance across disciplines.**

**“Read it when mastering a new skill or preparing
to compete at a high level.**



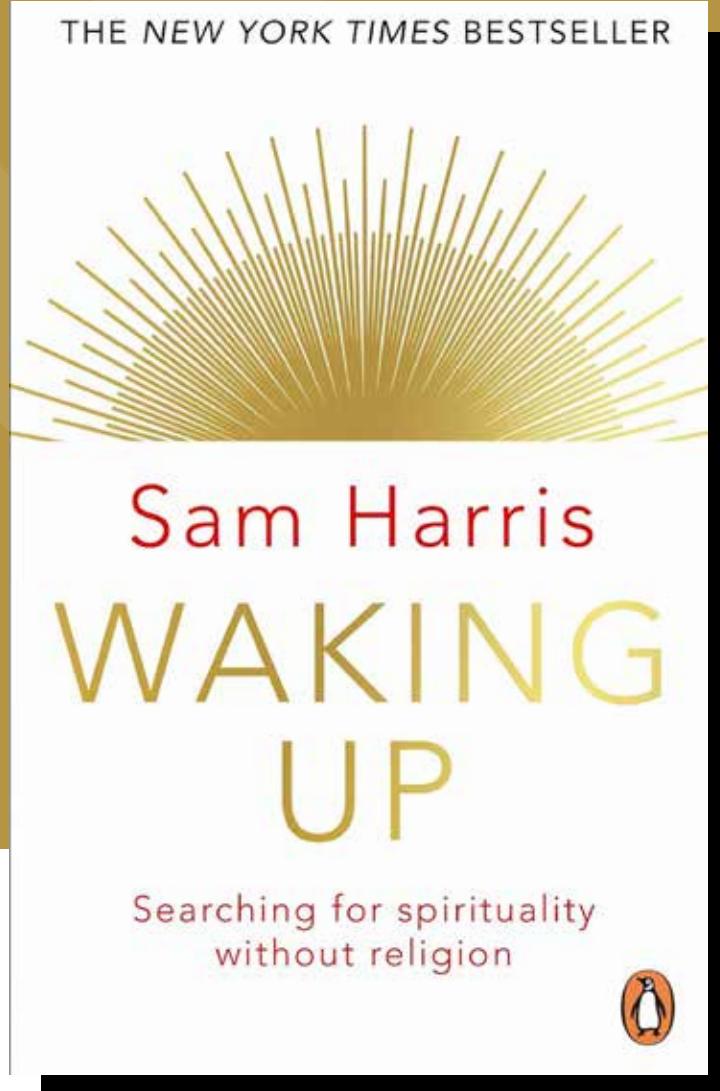
[BUY ON AMAZON](#)

Ben Horowitz

The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers — Straight Talk on the Challenges of Entrepreneurship

**Unfiltered truths about building, scaling,
and surviving as a founder.**

“Read it when you’re in the fire, not the theory.



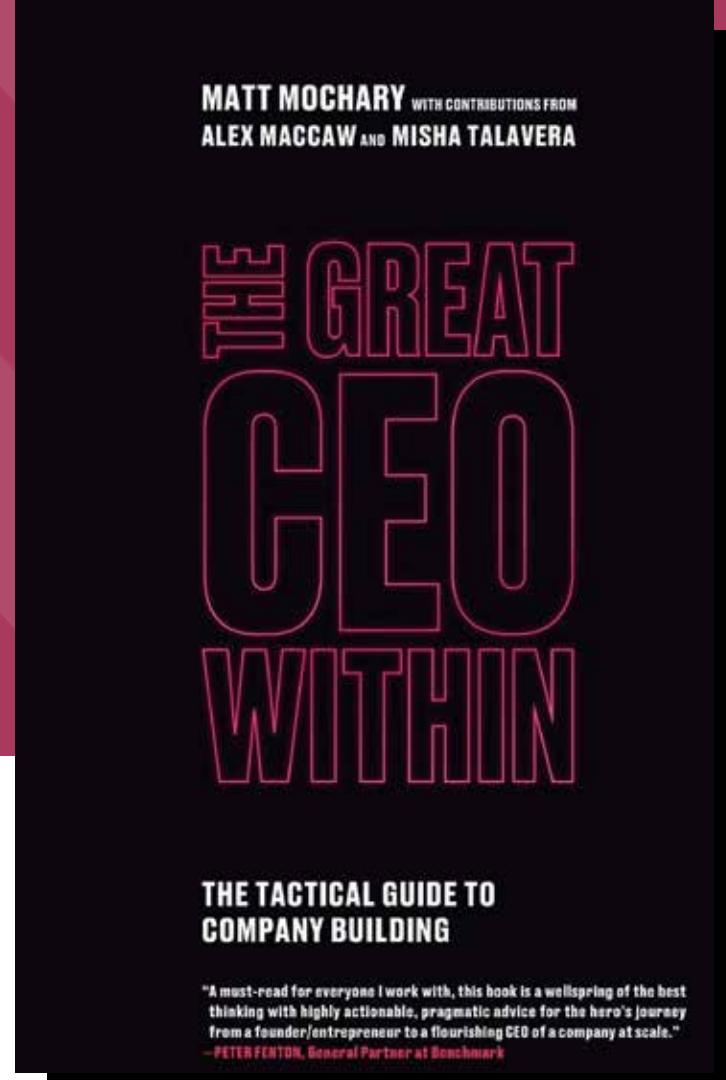
[BUY ON AMAZON](#)

Sam Harris

Waking Up: A Guide to Spirituality Without Religion

Jordan Peterson taught us how to harness religion and Sam mentored us on being enough without it. We are the child of these 2. The book is a scientific approach to spirituality for rational thinkers.

“Read it when seeking depth beyond religion.



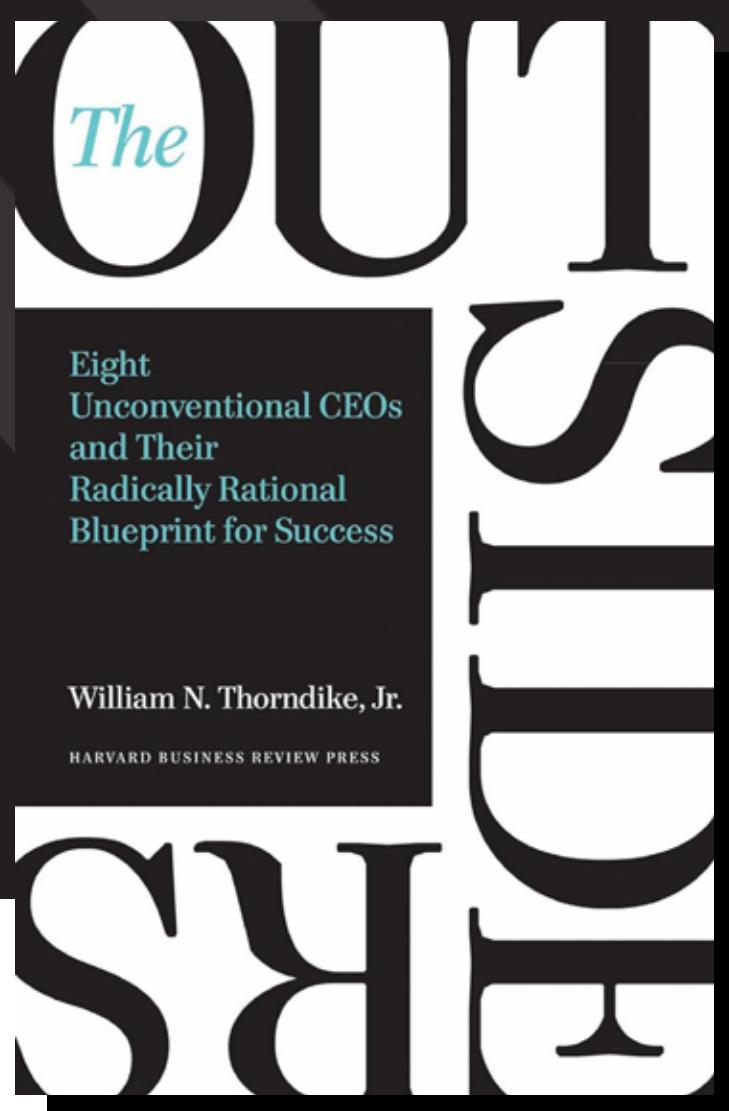
[BUY ON AMAZON](#)

Matt Mochary

The Great CEO Within: The Tactical Guide to Company Building

Matt’s the guy who mentors our mentors and this is the framework he uses to get the people we look up to to have their breakthroughs. A tactical founder manual for leading fast-growing companies with calm and clarity.

“Read it when you’re managing scale and culture at once.



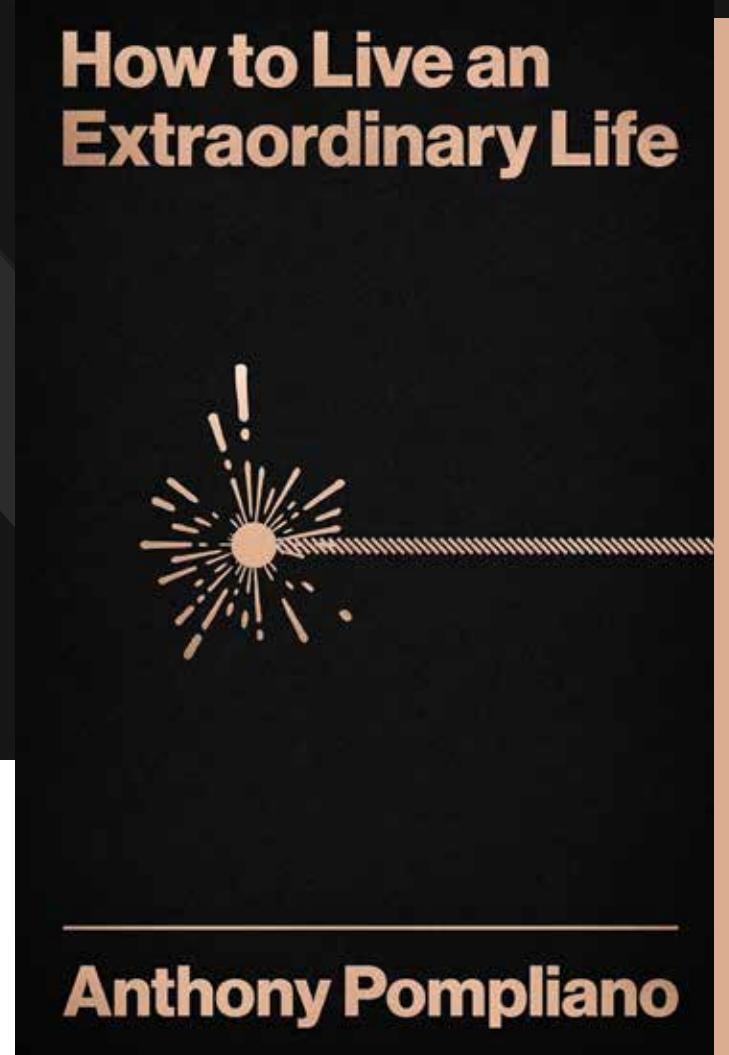
[BUY ON AMAZON](#)

William Thorndike

The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success

Profiles 8 CEOs who outperformed by making capital allocation their art.

“Read it when managing money inside your business at the highest level.



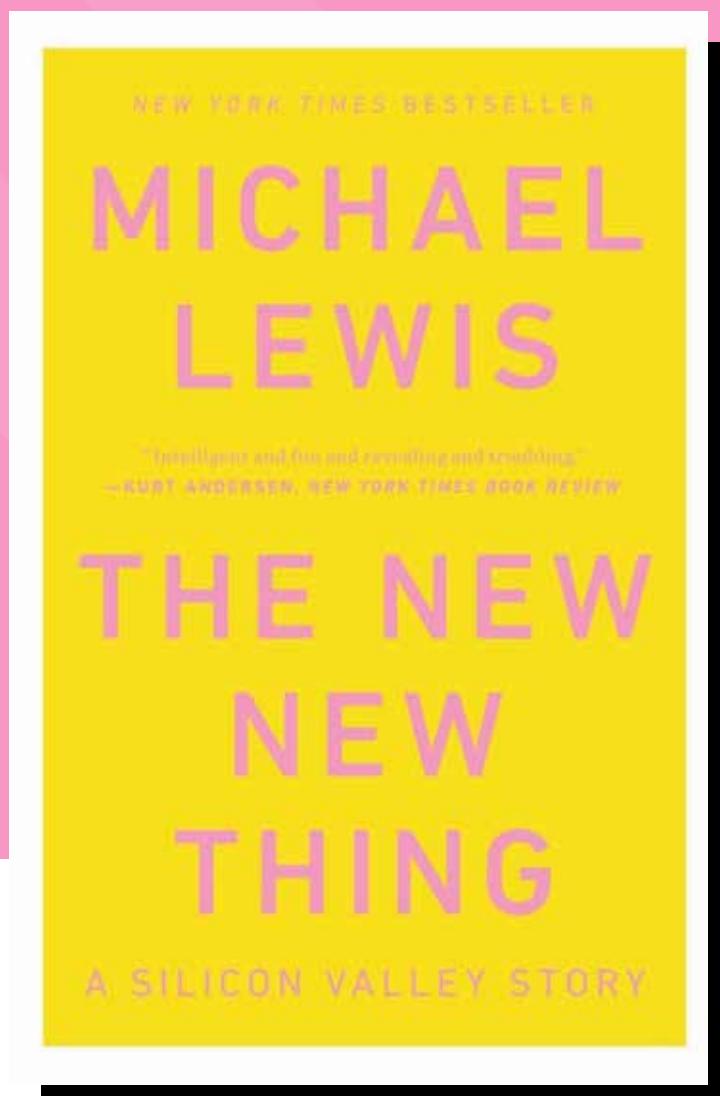
[BUY ON AMAZON](#)

Anthony Pompliano

How To Live An Extraordinary Life

Pomp has been one of the voices we navigated the world of crypto with. Smart guy who knows his sh*t.

“Read it if you start your emails with “Bang bang”

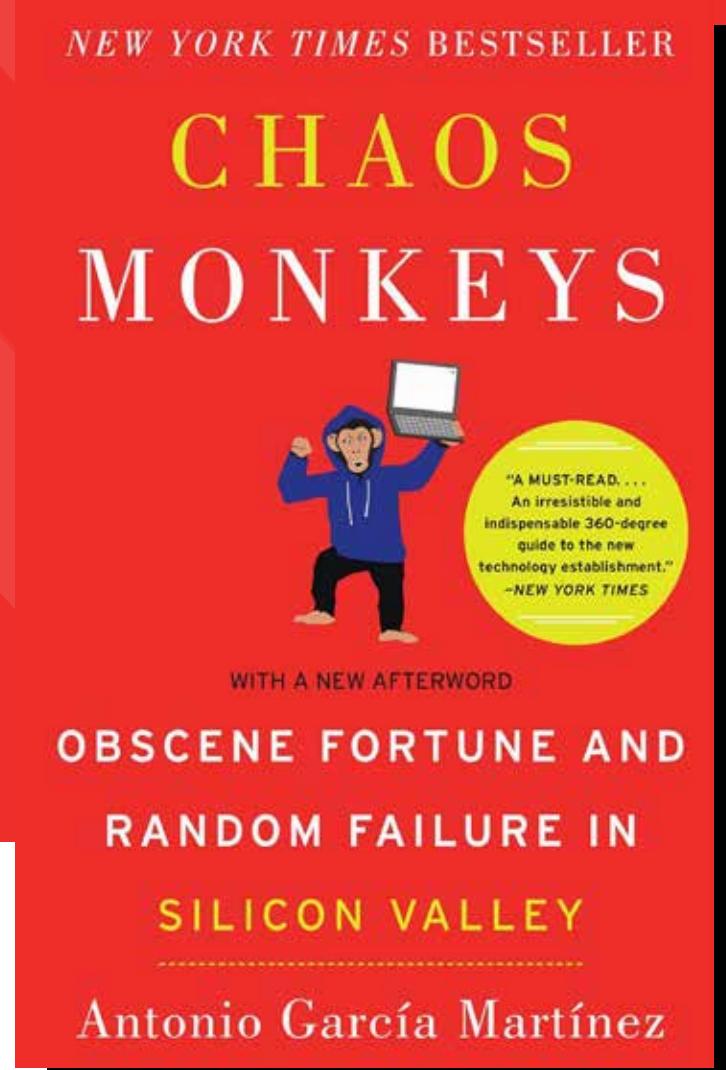


[BUY ON AMAZON](#)

Michael Lewis
**The New New Thing:
A Silicon Valley Story**

**Explores the raw energy of innovation through
the rise of Silicon Valley.**

**“Read it when entering tech,
disruption, or startup culture.**

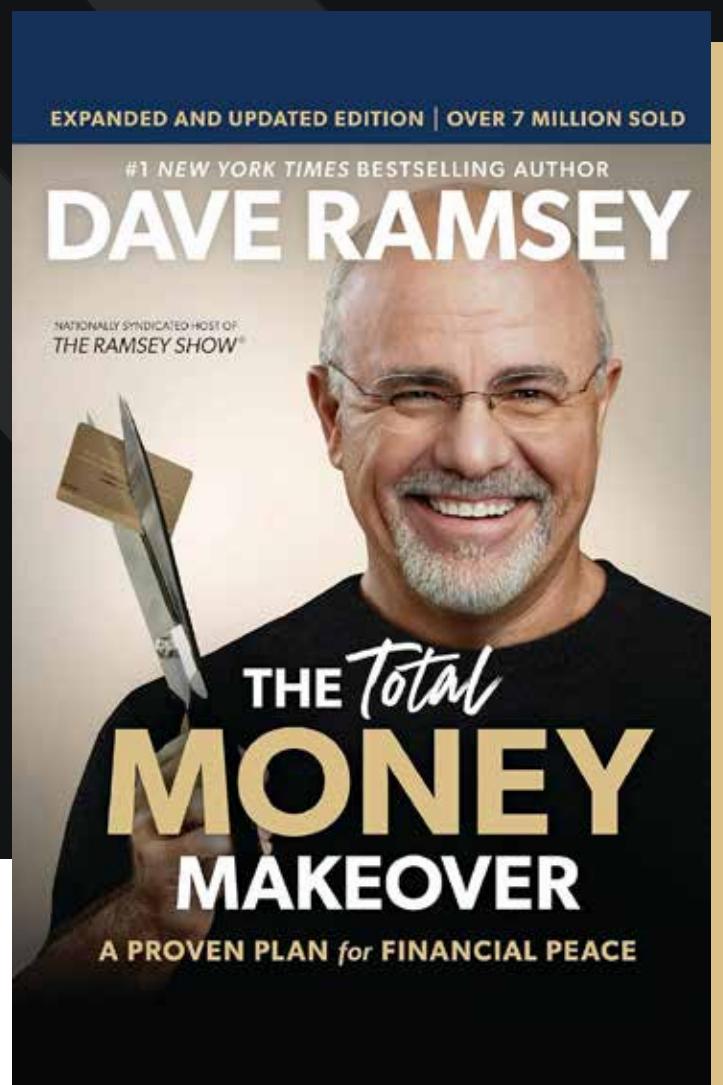


[BUY ON AMAZON](#)

Antonio García Martínez
**Chaos Monkeys:
Obscene Fortune and
Random Failure in
Silicon Valley**

**An insider’s exposé of startup madness,
money, and manipulation.**

**“Read it when you’re considering VC funding,
tech life, or burning it all down**



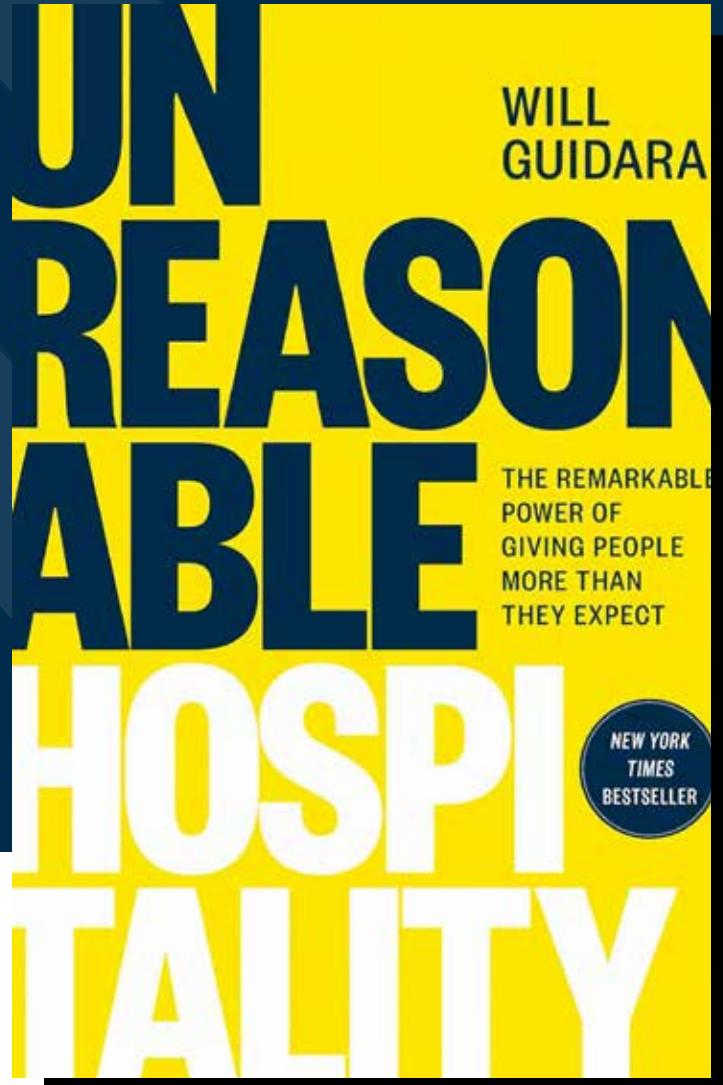
[BUY ON AMAZON](#)

Dave Ramsey

The Total Money Makeover Updated and Expanded: A Proven Plan for Financial Peace

At this point Dave is our financial grandpa, feeding us common sense wisdom since we learned to feed for ourselves.

“Read it if you’re in debt and have no financial education.



[BUY ON AMAZON](#)

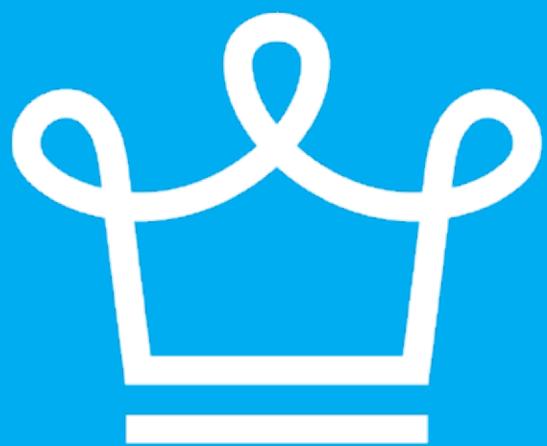
Will Guidara

Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect

It will change you and your business. Because creating unforgettable, personalized experiences is the most underused competitive advantage in business.

“Read it when you’re ready to turn customers into loyal fans by making service your superpower.

Bonus



Emil Anton (Founder & CEO of ALUX Inc)

**Rich Rules: The Uncommon
Rules Billionaires Followed
to Build Wealth**

The common thread between everyone who builds wealth and achieves great success in life.

[GET AN ADVANCE COPY](#)

A timeless resource [hopefully]

Let's be real, reading all of these book will probably take you a couple of years (at least 2 if you read as fast as the average CEO).

What you're probably looking for is immediate guidance, like a mentor or a board of advisors that can take your current life and tell you where the low hanging fruits are in building momentum towards greatness.

We know this because we've been looking for it for the past 15 years. How cool would it be if someone distilled the most valuable business advice, put it through the brain of the best transformational coaches and then delivered it to you daily. Your life would be limitless. That's exactly what the Alux app does.

We mix large scale academic research into wealth building with the practical advice of people who've done exactly what you're trying to do now and deliver it to you.

Not only it makes it super easy to build a daily growth routine but you see the outcome in your life almost immediately.

How the app works: we find the smartest money and life brains in the world, put them in a studio and extract what they've learned in their entire lives, distill it, structure it and then deliver it to you on a silver platter.

These people charge 5-6 figures (we know because we pay the ridiculous fees on your behalf) just to speak at your event or get on a zoom call with you and your team and here you are learning directly from them. Coaching & Mentorship are the highest form of learning!

Because you're a true Aluxer in your pursuit of greatness, we have a secret gift for you:

STEP 1

Download the Alux app and create an account.

STEP 2

Scan this QR code (or tap [this link](#) if you're on your phone) to open a secret offer just for you.

STEP 3

Enjoy 50% OFF your yearly subscription.



That's it.

Consider it a thank you and encouragement that you're on the right path. We're excited for this next phase of your journey!

Let's walk it together!

We'll see you on the inside future billionaire!

