

Pos	Title	Subtitle	Authors	Published
1	Shoe Dog	<i>A Memoir by the Creator of NIKE</i>	Phil Knight	2016
2	Elon Musk	<i>Inventing the Future</i>	Ashlee Vance	2015
3	Zero to One	<i>Notes on Startups, or How to Build the Future</i>	Peter Thiel, Blake Masters	2014
4	Creativity, Inc.	<i>Overcoming the Unseen Forces That Stand in the Way of True Inspiration</i>	Ed Catmull, Amy Wallace	2014
5	Chaos Monkeys	<i>Obscene Fortune and Random Failure in Silicon Valley</i>	Antonio Garcia Martinez	2016
6	The Hard Thing About Hard Things	<i>Building a Business When There Are No Easy Answers</i>	Ben Horowitz	2014
7	Steve Jobs		Walter Isaacson	2011
8	Sprint	<i>How to Solve Big Problems and Test New Ideas in Just Five Days</i>	Jake Knapp	2016
9	The Everything Store	<i>Jeff Bezos and the Age of Amazon</i>	Brad Stone	2013
10	The Innovators	<i>How a Group of Hackers, Geniuses and Geeks Created the Digital Revolution</i>	Walter Isaacson	2014
11	Originals	<i>How Non-Conformists Move the World</i>	Adam M. Grant	2016
12	The Lean Startup	<i>How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful</i>	Eric Ries	2011
13	Smartcuts	<i>How Hackers, Innovators, and Icons Accelerate Success</i>	Shane Snow	2014
14	Making Ideas Happen	<i>Overcoming the Obstacles Between Vision and Reality</i>	Scott Branson	2010
15	Anything You Want		Derek Sivers	2011
16	How Google Works		Eric Schmidt, Jonathan Rosenberg	2014
17	The Virgin Way	<i>Everything I Know About Leadership</i>	Richard Branson	2014
18	Disrupted	<i>My Misadventure in the Start-Up Bubble</i>	Dan Lyons	2016
19	Business Model Generation		Alexander Osterwalder, Yves Pigneur	2010
20	Losing the Signal	<i>The Untold Story Behind the Extraordinary Rise and Spectacular Fall of BlackBerry</i>	Jacque McNish, Sean Silcoff	2015
21	#AskGaryVee	<i>One Entrepreneur's Take on Leadership, Social Media, and Self-Awareness</i>	Gary Vaynerchuk	2016
22	Hooked	<i>How to Build Habit-Forming Products</i>	Nir Eyal	2013
23	The Inevitable	<i>Understanding the 12 Technological Forces That Will Shape Our Future</i>	Kevin Kelly	2016
24	EntreLeadership	<i>20 Years of Practical Business Wisdom from the Trenches</i>	Dave Ramsey	2011
25	The Upstarts	<i>How Uber, Airbnb, and the Killer Companies of the New Silicon Valley Are Changing the</i>	Brad Stone	2017
26	iWoz: Computer Geek to Cult Icon	<i>How I Invented the Personal Computer, Co-Founded Apple, and Had Fun Doing It</i>	Steve Wozniak, Gina Smith	2006
27	Hatching Twitter	<i>A True Story of Money, Power, Friendship, and Betrayal</i>	Nick Bilton	2013
28	Delivering Happiness	<i>A Path to Profits, Passion, and Purpose</i>	Tony Hsieh	2010
29	The Industries of the Future		Alec J. Ross	2016
30	Bold	<i>How to Go Big, Create Wealth and Impact the World</i>	Peter H. Diamandis, Steven Kotler	2015
31	Quarter	<i>Closing the Gap Between Your Day Job and Your Dream Job</i>	Jon Acuff	2011
32	A More Beautiful Question	<i>The Power of Inquiry to Spark Breakthrough Ideas</i>	Warren Berger	2014
33	The Snowball	<i>Warren Buffett and the Business of Life</i>	Alice Schroeder	2008
34	Traction	<i>A Startup Guide to Getting Customers</i>	Gabriel Weinberg, Justin Mares	2014
35	Value Proposition Design	<i>How to Create Products and Services Customers Want</i>	Alexander Osterwalder, Yves Pigneur, Patricia I	2014
36	Rework		Jason Fried, David Heinemeier Hansson	2010
37	The \$100 Startup	<i>Reinvent the Way You Make a Living, Do What You Love, and Create a New Future</i>	Chris Guillebeau	2012
38	Launch	<i>An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business</i>	Jeff Walker	2014
39	The Startup Owner's Manual	<i>The Step-By-Step Guide for Building a Great Company</i>	Steven Gary Blank, Bob Dorf	2012
40	The Personal MBA	<i>Master the Art of Business</i>	Josh Kaufman	2010
41	Platform Revolution	<i>How Networked Markets Are Transforming the Economy--and How to Make Them Work</i>	Geoffrey G. Parker, Marshall W. Van Alstyne, S	2016
42	The Second Machine Age	<i>Work, Progress, and Prosperity in a Time of Brilliant Technologies</i>	Erik Brynjolfsson, Andrew McAfee	2014
43	Running Lean	<i>Iterate from Plan A to a Plan That Works</i>	Ash Maurya	2012

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44	Venture Deals	<i>Be Smarter Than Your Lawyer and Venture Capitalist</i>	Brad Feld, Jason Mendelson	2011
45	Contagious	<i>Why Things Catch On</i>	Jonah Berger	2013
46	Exponential Organizations	<i>Why new organizations are ten times better, faster, cheaper than yours (and what to</i>	Salim Ismail, Mike Malone, Yuri van Geest	2014
47	Scaling Up	<i>How a Few Companies Make It...and Why the Rest Don't</i>	Verne Harnish	2014
48	Inspired	<i>How To Create Products Customers Love</i>	Marty Cagan	2008
49	The E-Myth Revisited	<i>Why Most Small Businesses Don't Work and What to Do About It</i>	Michael E. Gerber	1988
50	Machine, Platform, Crowd	<i>Harnessing Our Digital Future</i>	Andrew McAfee, Erik Brynjolfsson	2017
51	The 4-Hour Workweek		Tim Ferriss	2007
52	The Entrepreneur's Guide to Customer Development	<i>A "Cheat Sheet" to the Four Steps to the Epiphany</i>	Brant Cooper, Patrick Vlaskovits	2010
53	Disrupt Yourself	<i>Putting the Power of Disruptive Innovation to Work</i>	Whitney Johnson	2015
54	Start-up Nation	<i>The Story of Israel's Economic Miracle</i>	Dan Senor, Saul Singer	2009
55	Hacking Growth	<i>How Today's Fastest-Growing Companies Drive Breakout Success</i>	Sean Ellis, Morgan Brown	2017
56	The Innovator's Dilemma	<i>The Revolutionary Book that Will Change the Way You Do Business</i>	Clayton M. Christensen	1997
57	Sam Walton	<i>Made In America</i>	Sam Walton, John Huey	1992
58	The Fire Starter Sessions	<i>A Soulful + Practical Guide to Creating Success on Your Own Terms</i>	Danielle LaPorte	2012
59	Lean Analytics	<i>Use Data to Build a Better Startup Faster</i>	Alistair Croll, Benjamin Yoskovitz	2013
60	Good Strategy Bad Strategy	<i>The Difference and Why It Matters</i>	Richard P. Rumelt	2011
61	UX for Lean Startups		Laura Klein	2013
62	Blue Ocean Strategy	<i>How To Create Uncontested Market Space And Make The Competition Irrelevant</i>	W. Chan Kim, Renée Mauborgne	2004
63	Founders at Work	<i>Stories of Startups' Early Days</i>	Jessica Livingston	2007
64	Virtual Freedom	<i>How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build</i>	Chris C. Ducker	2014
65	Built to Sell	<i>Creating a Business That Can Thrive Without You</i>	John Warrillow	2011
66	Tribes	<i>We Need You to Lead Us</i>	Seth Godin	2008
67	The Power of Broke	<i>How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Great</i>	Daymond John, Daniel Paisner	2016
68	Startup Communities	<i>Building an Entrepreneurial Ecosystem in Your City</i>	Brad Feld	2012
69	Crossing the Chasm	<i>Marketing and Selling High-Tech Products to Mainstream Customers</i>	Geoffrey A. Moore	1991
70	High Output Management		Andrew S. Grove	1983
71	The Lean Product Playbook	<i>How to Innovate with Minimum Viable Products and Rapid Customer Feedback</i>	Dan Olsen	2015
72	Disciplined Entrepreneurship	<i>24 Steps to a Successful Startup</i>	Bill Aulet	2013
73	Remote	<i>Office Not Required</i>	David Heinemeier Hansson, Jason Fried	2013
74	The Four	<i>The Hidden DNA of Amazon, Apple, Facebook, and Google</i>	Scott Galloway	2017
75	Onward	<i>How Starbucks Fought for Its Life without Losing Its Soul</i>	Howard Schultz, Joanne Gordon	2011
76	The 7 Day Startup	<i>You Don't Learn Until You Launch</i>	Dan Norris	2014
77	Start Small, Stay Small	<i>A Developer's Guide to Launching a Startup</i>	Rob Walling, Mike Taber	2010
78	Hackers & Painters	<i>Big Ideas from the Computer Age</i>	Paul Graham	2004
79	The Start-Up of You	<i>Adapt to the Future, Invest in Yourself, and Transform Your Career</i>	Reid Hoffman, Ben Casnocha	2012
80	Lean Customer Development	<i>Build Products Your Customers Need</i>	Cindy Alvarez	2014
81	Getting Real	<i>The Smarter, Faster, Easier Way to Build a Web Application</i>	37 Signals	2006
82	Growth Hacker Marketing	<i>A Primer on the Future of PR, Marketing, and Advertising</i>	Ryan Holiday	2013
83	The Art of the Start (2.0)	<i>The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything</i>	Guy Kawasaki	2004
84	The Automatic Customer	<i>Creating a Subscription Business in Any Industry</i>	John Warrillow	2015
85	Oversubscribed	<i>How to Get People Lining Up to Do Business with You</i>	Daniel Priestley	2015

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86	The Third Wave	<i>An Entrepreneur's Vision of the Future</i>	Steven Case	2016
87	Purple Cow	<i>Transform Your Business by Being Remarkable</i>	Seth Godin	2003
88	From Impossible to Inevitable	<i>How Hyper-Growth Companies Create Predictable Revenue</i>	Aaron Ross, Jason Lemkin	2016
89	Scaling Lean	<i>Mastering the Key Metrics for Startup Growth</i>	Ash Maurya	2016
90	The Founder's Dilemmas	<i>Anticipating and Avoiding the Pitfalls That Can Sink a Startup</i>	Noam Wasserman	2012
91	The Startup Way	<i>Making Entrepreneurship a Fundamental Discipline of Every Enterprise</i>	Eric Ries	2017
92	The Content Trap		Bharat Anand	2016
93	The Miracle Morning for Entrepreneurs	<i>Elevate Your SELF to Elevate Your BUSINESS</i>	Hal Elrod, Cameron Herold, Honoree Corder	2016
94	Innovation and Entrepreneurship	<i>Practice and Principles</i>	Peter F. Drucker	1985
95	The Four Steps to the Epiphany	<i>Successful Strategies for Startups That Win</i>	Steven Gary Blank	2005
96	Pivot	<i>The Only Move That Matters is Your Next One</i>	Jenny Blake	2016
97	Playing to Win	<i>How Strategy Really Works</i>	A.G. Lafley, Roger L. Martin	2013
98	The Intelligent Entrepreneur	<i>How Three Harvard Business School Graduates Learned the 10 Rules of Successful Ent</i>	Bill Murphy Jr.	2010
99	Street Smarts	<i>An All-Purpose Tool Kit for Entrepreneurs</i>	Norm Brodsky, Bo Burlingham	2010
100	The Corporate Startup	<i>How established companies can develop successful innovation ecosystems</i>	Tendayi Viki, Dan Toma, Esther Gons	2017
101	The Age of Cryptocurrency	<i>How Bitcoin and Digital Money Are Challenging the Global Economic Order</i>	Paul Vigna, Michael Casey	2015
102	Content Inc	<i>How entrepreneurs use content to build massive audiences and create radically succe</i>	Joe Pulizzi	2015
103	Get Backed	<i>Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams</i>	Evan Baehr, Evan Loomis	2015
104	How to Build a Billion Dollar App	<i>Discover the Secrets of the Most Successful Entrepreneurs of Our Time</i>	George Berkowski	2014
105	Foundr V1.0	<i>The Ultimate Startup Manual</i>	Nathan Chan	2017
106	Financial Intelligence for Entrepreneurs	<i>What You Really Need to Know About the Numbers</i>	Karen Berman, Joe Knight	2008
107	Modern Monopolies	<i>What It Takes to Dominate the 21st Century Economy</i>	Alex Moazed, Nicholas L. Johnson	2016
108	Making It Right	<i>Product Management For A Startup World</i>	Rian Van Der Merwe	2014
109	Venture Capital Deal Terms	<i>A guide to negotiating and structuring venture capital transactions</i>	Harm De Vries, Menno Van Loon, Sjoerd Mol	2017
110	The Lean Entrepreneur	<i>How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets</i>	Brant Cooper, Patrick Vlaskovits	2012
111	The Art of Startup Fundraising		Alejandro Cremades	2016
112	Predictable Revenue	<i>Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesf</i>	Aaron Ross, Marylou Tyler	2011
113	Platform Scale	<i>How an emerging business model helps startups build large empires with minimum in</i>	Sangeet Paul Choudary	2015
114	Hot Seat	<i>The Startup CEO Guidebook</i>	Dan Shapiro	2015
115	Startupland	<i>How Three Guys Risked Everything to Turn an Idea Into a Global Business</i>	Mikkel Svane, Carlye Adler	2014
116	Angel Investing	<i>The Gust Guide to Making Money & Having Fun Investing in Startups</i>	David S. Rose	2014
117	Ask	<i>The Counterintuitive Online Formula to Discover Exactly What Your Customers Want t</i>	Ryan Levesque	2015
118	The Suitcase Entrepreneur		Natalie Sisson	2013
119	Getting to Plan B	<i>Breaking Through to a Better Business Model</i>	John W. Mullins	2009
120	Winners	<i>And How They Succeed</i>	Alastair Campbell	2015
121	Startup CEO	<i>How to Build a Company to Success</i>	Matt Blumberg	2013
122	The Startup Game		William H. Draper III	2011
123	The End of Competitive Advantage	<i>How to Keep Your Strategy Moving as Fast as Your Business</i>	Rita Gunther McGrath	2013
124	Do More Faster	<i>Techstars Lessons to Accelerate Your Startup</i>	David G. Cohen, Brad Feld	2010
125	The Art of the Pitch	<i>Persuasion and Presentation Skills that Win Business</i>	Peter Coughter	2012
126	Slicing Pie	<i>Funding Your Business Without Funds</i>	Mike Moyer	2012
127	Scaling Up Excellence	<i>Getting to More Without Settling for Less</i>	Robert I. Sutton, Hayagreeva Rao	2014

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128	The Startup Checklist	<i>25 Steps to a Scalable, High-Growth Business</i>	David S. Rose	2016
129	Matchmakers	<i>The New Economics of Multisided Platforms</i>	David S. Evans, Richard Schmalensee	2016
130	The Entrepreneur's Book of Actions	<i>Essential Daily Exercises and Habits for Becoming Wealthier, Smarter, and More Successful</i>	Rhett Power	2017
131	New Business: Next Steps	<i>The all-in-one guide to managing, marketing and growing your small business</i>	Ed Goodman, Ann Hawkins	2015
132	Small Giants	<i>Companies That Choose to Be Great Instead of Big</i>	Bo Burlingham	2005
133	Escape from Cubicle Nation	<i>From Corporate Prisoner to Thriving Entrepreneur</i>	Pamela Slim	2009
134	Different	<i>Escaping the Competitive Herd</i>	Youngme Moon	2010
135	Entrepreneur Revolution	<i>How to Develop Your Entrepreneurial Mindset and Start a Business That Works</i>	Daniel Priestley	2013
136	Startup Boards	<i>Getting the Most Out of Your Board of Directors</i>	Brad Feld, Mahendra Ramsinghani	2013
137	The New New Thing	<i>A Silicon Valley Story</i>	Michael Lewis	1999
138	Fundraising Field Guide	<i>A Startup Founder's Handbook</i>	Carlos Espinal	2015
139	Startup Growth Engines	<i>Case Studies of How Today's Most Successful Startups Unlock Extraordinary Growth</i>	Sean Ellis, Morgan Brown	2014
140	The Business of Venture Capital	<i>Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Valuation, and Exit</i>	Mahendra Ramsinghani	2011
141	Behind the Cloud	<i>The Untold Story of How Salesforce.com Went from Idea to Billion-Dollar Company and What It Teaches Us About Building the Future of Software</i>	Marc Benioff, Carlye Adler	2009
142	Idea to Execution	<i>How to Optimize, Automate, and Outsource Everything in Your Business</i>	Ari Meisel, Nick Sonnenberg	2016
143	#BreakIntoVC	<i>How to Break Into Venture Capital And Think Like an Investor Whether You're a Student or a Professional</i>	Bradley Miles, Carol Tietsworth, Guido Henckels	2017
144	Mastering the VC Game	<i>A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms</i>	Jeffrey Bussgang	2010
145	The Membership Economy		Robbie Kellman Baxter	2015
146	The Entrepreneur Mind	<i>100 Essential Beliefs, Characteristics, and Habits of Elite Entrepreneurs</i>	Kevin D. Johnson	2013
147	The PayPal Wars	<i>Battles with eBay, the Media, the Mafia, and the Rest of the Planet Earth</i>	Eric M. Jackson	2004
148	The Network Imperative	<i>How to Survive and Grow in the Age of Digital Business Models</i>	Barry Libert, Yoram Wind, Megan Fenley	2016
149	Design Sprint	<i>A Practical Guidebook for Building Great Digital Products</i>	Richard Banfield, C. Todd Lombardo, Trace Walcott	2015
150	The Story Engine	<i>An entrepreneur's guide to content strategy and brand storytelling without spending a fortune</i>	Kyle Gray	2017