

34 Best Business Books Every Startup Founder Should Read at Least Once

1. “The Art of the Start 2.0” by Guy Kawasaki

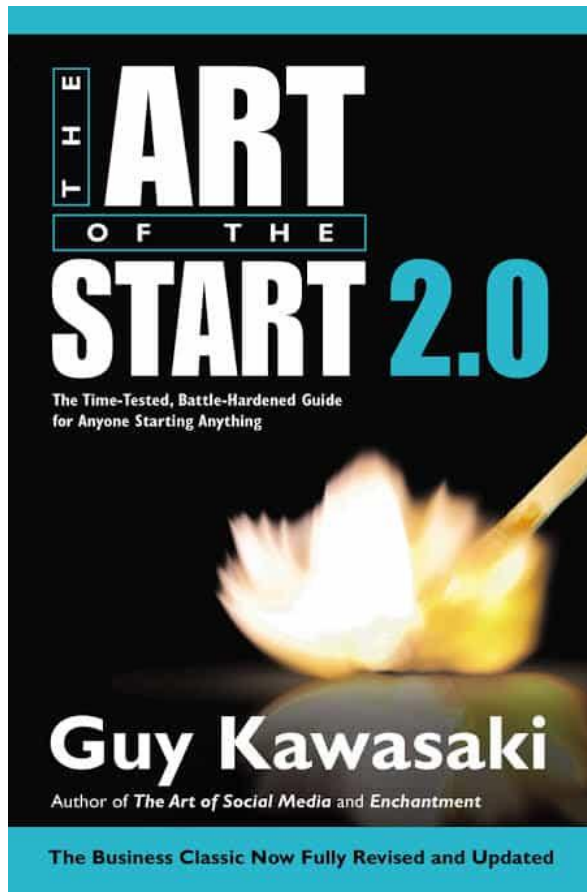
“The Art of the Start 2.0” is a business classic from [Guy Kawasaki](#), an author, and marketing specialist. Kawasaki has industry experience from several companies and was an original marketing guru for Apple during its early days.

Published in 2015, the book covers some of the most significant steps involved in building and launching a successful venture. It takes you through developing ideas, getting feedback, and leading a team with the right vision.

As expected, Kawasaki also shares tips on marketing, socializing, and building synergistic partnerships along the way.

The book got significant praise on Amazon, with many pointing out its ease of reading and the many insights that it provided. Its brevity and practical lessons were also lauded by many, making it an ideal read for any business leader.

“The Art of the Start 2.0” is available on [Kindle](#). An [audiobook](#) narrated by Paul Boehmer is also available.



2. “How to Win Friends and Influence People” by Dale Carnegie

As a business owner, growing your influence and emotional intelligence is a significant leadership skill that you will need to possess. You need to learn how to build relationships, convince people to join your team, and talk customers into trying your product.

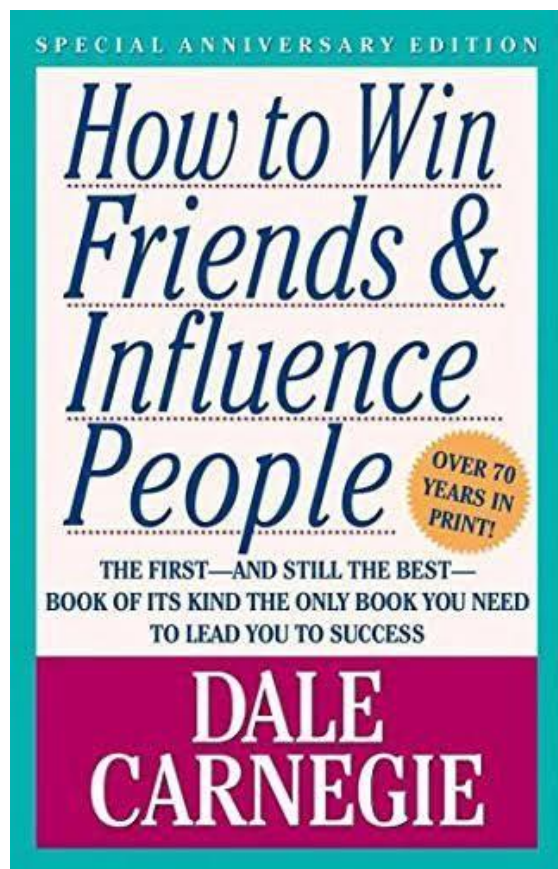
This book is a timeless classic that helps you build the most fundamental friendship component—trust. It was written by **Dale Carnegie**, an American writer, and lecturer who was one of the pioneers of the self-improvement drive.

In this book, Carnegie provides significant insights on how to understand people and handle them. The book teaches how to make people like you, win them over

to your point of view on hot-button topics, and how to change people without causing resentment.

Many have praised Carnegie for his practical approach to building relationships, claiming that the book helps with business and personal life. However, it also got some criticism for seeming too controlling. As some reviewers explained, the book seems to focus on manipulating people, as opposed to allowing them to like and agree with you of their own free will.

“How to Win Friends and Influence People” is available on [Kindle](#). An [audiobook](#) narrated by Andrew MacMillan is also available.



3. “The Lean Startup” by Eric Ries

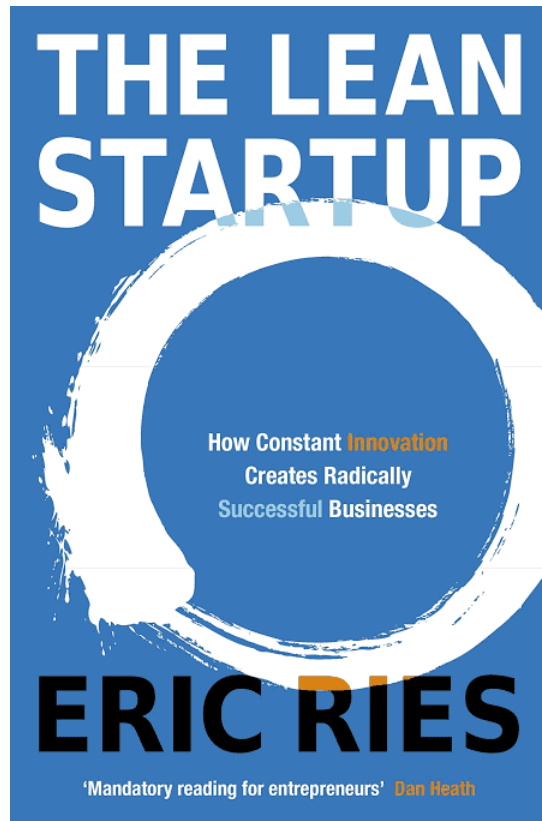
“The Lean Startup” is one of this generation’s most prominent business and entrepreneurship books. It was published in September 2011 by Eric Ries, an author, and entrepreneur who has spent years in the startup scene.

In “The Lean Startup,” Ries charts a path forward for entrepreneurs looking to build their dreams, taking you through some of the most significant causes of failure for startups and providing tips and methods to avoid them. Today, the book has been adapted into a business management method and has entirely changed how companies are built. It teaches how companies can be more capital-efficient and leverage their staff’s creativity, especially in their early days. For any company looking to survive that tumultuous startup phase, this book is a guiding light.

Despite its widespread appeal, reviews have been mixed. Those who love it claim that the book has been transformative in how they approach building their business. They also appreciate how Ries was able to use experiences across different industries to illustrate his point.

However, those who didn’t like it were quick to point out that Ries only introduces what a “lean” startup is. Many want something more in-depth.

“**The Lean Startup**” is available on the [Kindle](#) platform. You can also find an [audiobook](#) narrated by Ries.



4. “Good to Great” by Jim Collins

[Jim Collins](#) is a top-notch researcher and consultant. Over decades of work, he has focused primarily on business growth and long-term sustainability. Collins wanted to define what could help a company achieve long-term, lasting success, and he put his secrets in “Good to Great.”

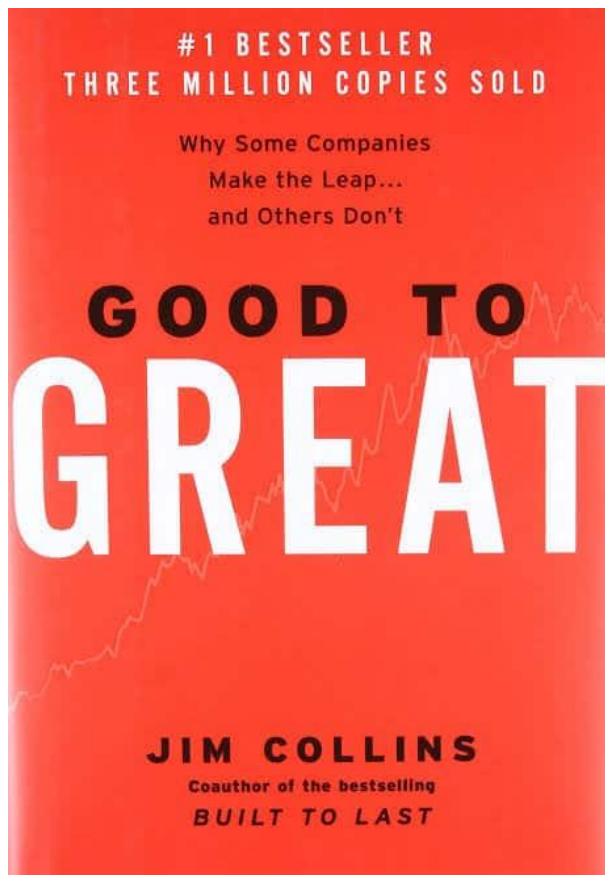
In “Good to Great,” Collins examines the simple question of how a company can start in a good place and build over time to be better and reach success. However, instead of focusing on companies that start well, he looks into how a company that starts on the wrong foot can correct its course and become better.

“Good to Great” was published in October 2001. It covers analyses of real-world companies and their journeys from mediocrity to greatness.

Reviews for the book have been stellar, with many pointing out that it helped them shift their culture and operation.

However, some have also pointed out that time has not been so great to the book. Many of the companies Collins highlighted have either gone out of business or have been flagged for cheating. Still, this isn't to say that some fundamental laws the book postulates are wrong.

“**Good to Great**” is available on the [Kindle](#) platform, and you can find an [audiobook](#) narrated by Collins.



5. “The Hard Thing About Hard Things” by Ben Horowitz

Anyone in VC on [Sandhill Road](#) in west Silicon Valley will recognize Ben Horowitz. The businessman and investor is one of the co-founders of Andreessen Horowitz (A16Z), a venture capital firm with over \$10 billion in profits. In writing “The Hard

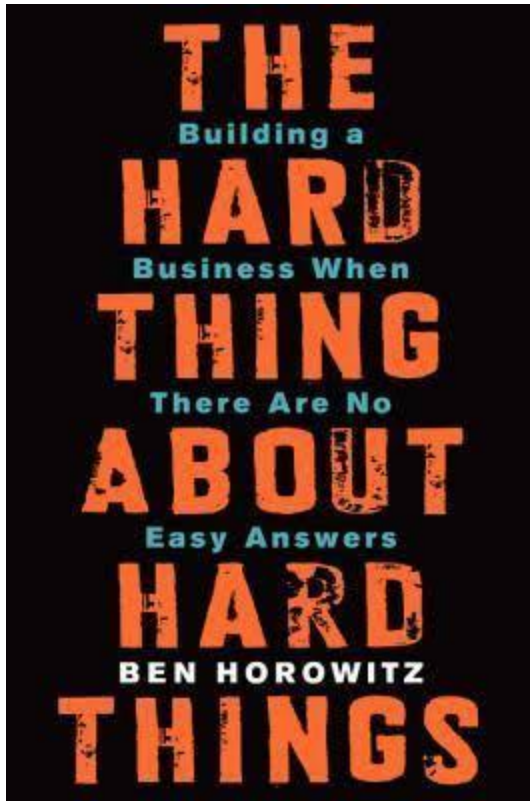
Thing About Hard Things,” Horowitz looked to encourage startup creators on a mission to change the world.

“The Hard Thing About Hard Things” is different from many leadership and entrepreneurship books out there. As Horowitz explains, many find it easy to talk about starting a company, but only a few talk about the challenges ahead. The investor takes insights about managing, analyzing, choosing, and supervising companies, and he puts them into this simple book.

Published in March 2014, “The Hard Thing About Hard Things” is a must-have for aspiring and existing entrepreneurs. Many have lauded it for being practical and easy to read, improving its staying value for readers over time.

At the same time, critics have also pointed out that the book is geared towards tech companies and innovation.

“The Hard Thing About Hard Things” is available on [Kindle](#), and you can find an [audiobook](#) narrated by Kevin Kenerly.



6. “Thinking Fast and Slow” by Daniel Kahneman

“Thinking Fast and Slow” is a book by Daniel Kahneman, a world-renowned psychologist and winner of the Nobel Prize in Economics. Published in March 2013, the book looks to provide an exposition into peoples’ thinking patterns.

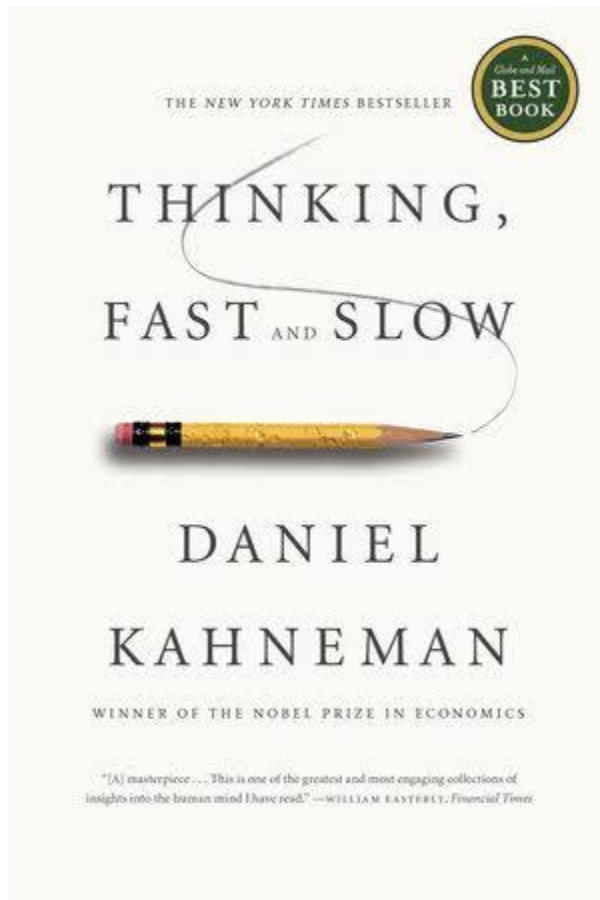
In the book, Kahneman distinguishes between two primary thinking systems in the human mind. The first is fast and potentially impulsive, while the second is more logical and deliberate. By teaching how to master the two systems, Kahneman looks to improve your decision-making as a businessperson.

Engaging you throughout the book, Kahneman outlines the instances where intuitions can be trusted, as well as how you can enjoy the benefits of logical, deliberate thinking. Over time, you can find ways to merge the benefits of both thinking systems to your advantage.

Reviewers have pointed out that “Thinking Fast and Slow” is revolutionary for its analysis of the human mind. Considering how critical it is for business people to

sometimes make decisions on a dime, it is vital to understand how to optimize the mind. However, critics have also decried the book's seemingly repetitive nature.

"Thinking Fast and Slow" is available on [Kindle](#). You can find an [audiobook](#) narrated by Patrick Egan.



7. "Rework" by Jason Fried and David Heinemeier Hansson

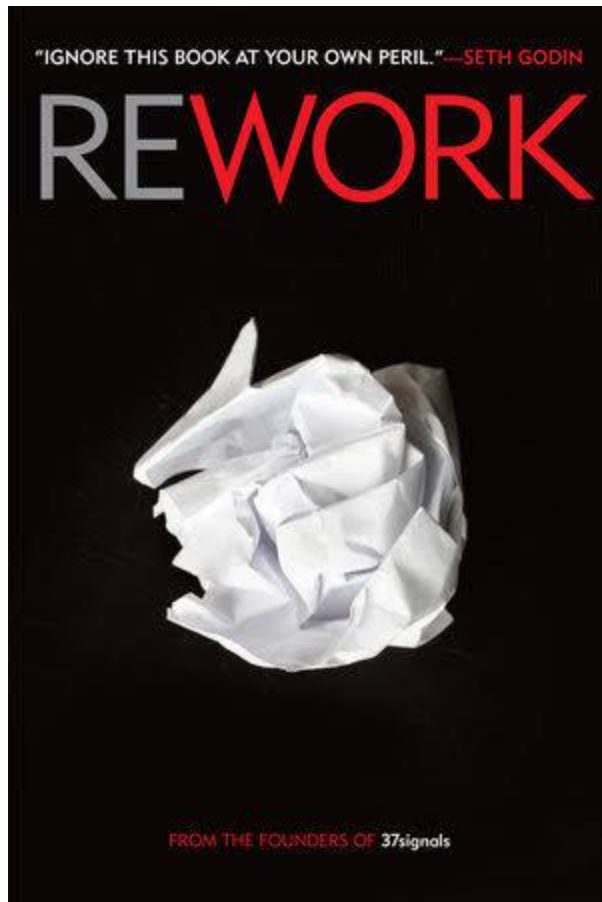
"Rework" is a self-help book by Jason Fried and [David Heinemeier Hansson](#), founders of the web-based software development company 37signals. In the book, Fried and Heinemeier attempt to deconstruct everything that conventional business books have taught.

For a long time, Fried has lived and worked with the motto, “it’s simple until you make it complicated.” With this new book, he attempts to bring that same philosophy to running a successful business. This book shows some of the harms involved in building a business plan, the demerits of investors, and much more. The result is an insightful read that helps you build the leanest, most efficient company you can have.

The book has become a bestseller since being published in March 2010. However, reviews have been split. Many who loved it pointed out that the book is innovative and insightful, with expositions that can bring a paradigm shift to entrepreneurship.

Conversely, some have called the book impractical and criticized it for being too radical for the 21st-century business climate.

“Rework” is available on the [Kindle](#) platform, and you can find an [audiobook](#) narrated by Mike Chamberlain.



8. “Purple Cow” by Seth Godin

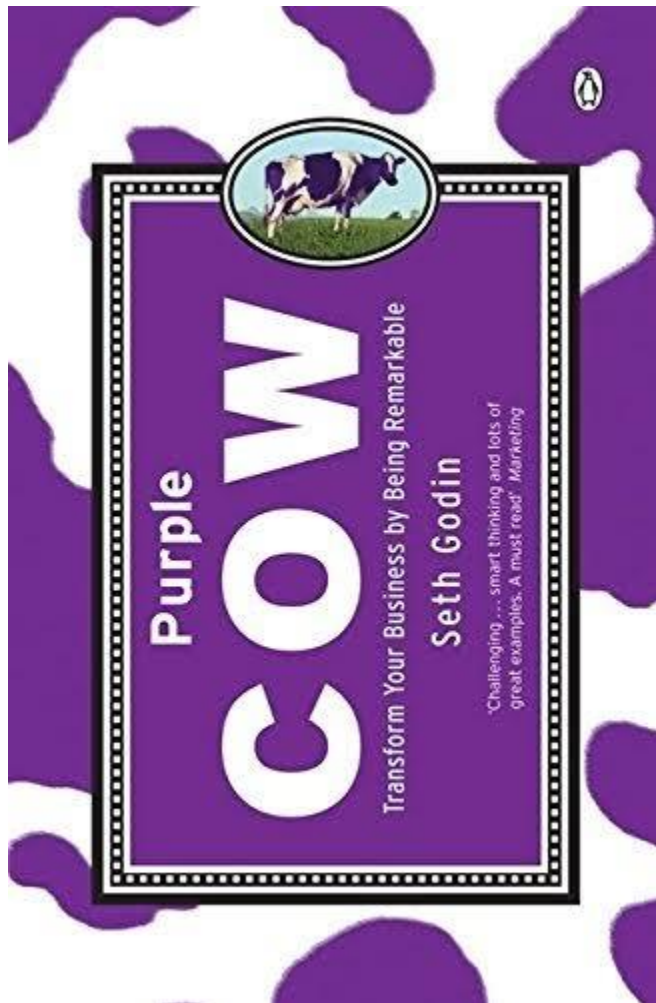
[Seth Godin](#) is a business executive who made a fortune in the dot com boom. Since then, he has been active in the business and investment scenes, although he has also taken his business experience and done a great deal of writing.

In “Purple Cow,” Godin gets to some hard, painful truths about companies. The book, published in July 2007, outlines a significant path towards long-term sustainability. In a climate where businesses fold up after just a few years, Godin encourages you to put a spark of the unbelievable in your venture to help it pass the test of time.

Reviews for “Purple Cow” have been mixed. Many love the message of being different and remarkable in whatever you’re doing. However, critics have decried

the book's lack of an actionable message. With no plan of action or way forward, the book could leave you wanting a little more.

“**Purple Cow**” is available on [Kindle](#), and there is an [audiobook](#) narrated by Godin himself.



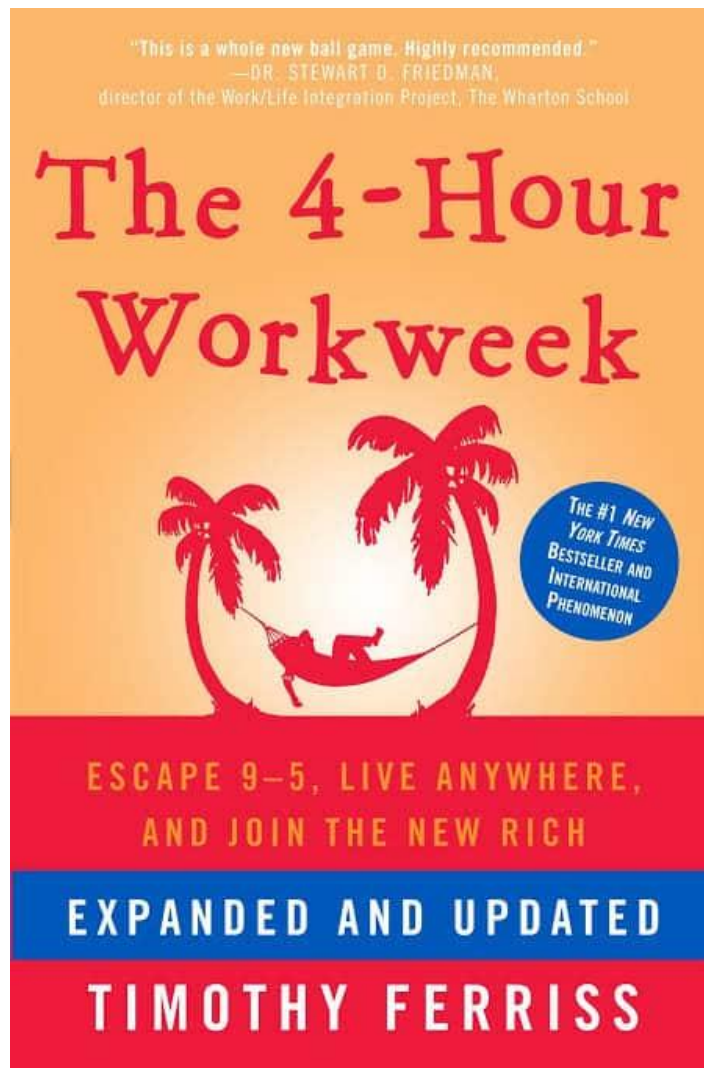
9. “The 4-Hour Workweek” by Tim Ferriss

[Tim Ferriss](#) is a blogger, author, and businessman who gained notoriety for inventing the four-hour workweek concept. This concept has caught on rather nicely in a world where remote work and non-conventional working schedules appear to be the norm.

In this book, Ferriss outlines methods to escape the rat race and the conventional wisdom of working your entire life in anticipation of retirement. As Ferriss explains, it is possible to enjoy the life you planned for yourself in retirement right away. “The 4-Hour Workweek” teaches you to optimize your work life, essentially making more money in less time.

“The 4-Hour Workweek” was published in 2009. Reviews have been mostly positive, with many lauding the book for its innovative approach to work and career handling. On the other hand, some have also claimed that the book provides some impractical advice that could hamper career progress and discourage hard work.

Currently, the book is available on [Kindle](#). There is also an [audiobook](#) narrated by Ray Porter.



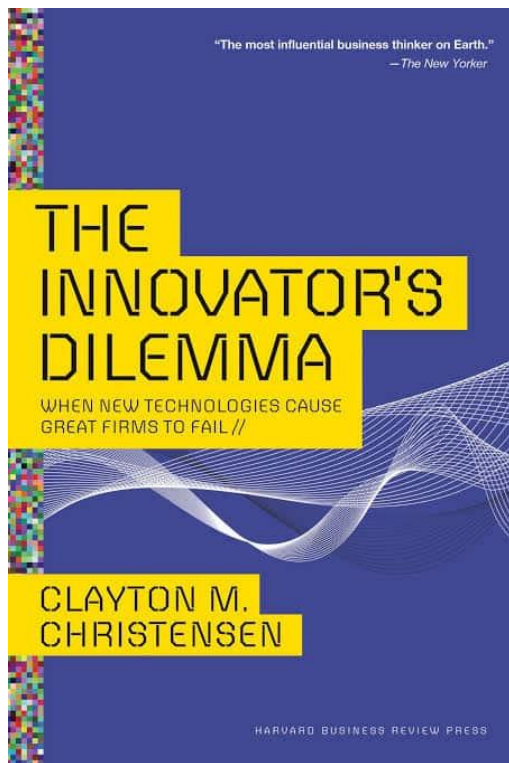
10. “The Innovator’s Dilemma” by Clayton Christensen

[Clayton Christensen](#) was a renowned business consultant who achieved fame for developing the principle of disruptive innovation. The concept went on to become one of the most influential business ideas in the early 21st century.

In “The Innovator’s Dilemma,” Christensen explains how a company can fail despite doing everything right. The book, published in June 2001, highlights the dangers of feeling comfortable with your company’s success and how that feeling can lead you to reject significant innovations that can move you forward.

“The Innovator’s Dilemma” draws real-life examples for readers—one of its primary strengths. The book has also been lauded for its practical approach to business management. However, some critics claim that the book has become outdated, with the current business climate leaving it behind.

You can find “**The Innovator’s Dilemma**” on [Kindle](#). The book is also available as an [audiobook](#), with Don Leslie narrating.



11. “Scaling Up Excellence” by Robert Sutton

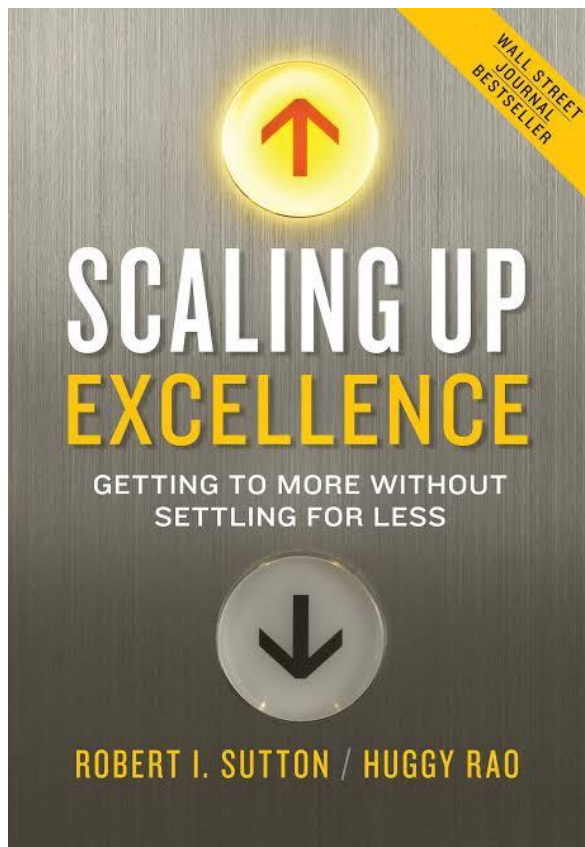
“Scaling Up Excellence” is a book by [Robert I. Sutton](#), a business management professor at the School of Engineering at Stanford University. Published in February 2014, the book provides a clear path towards business expansion and scaling up.

At some point, every business begins to grow and spread its wings. However, many companies also tend to mishandle this critical step, focusing more on scaling wider without considering efficiency. Sutton tackles some of the most

significant trade-offs that your company will need to make in the scaling process, delivering a clear path towards expansion that will preserve your firm's stance in the industry.

Reviewers have praised "Scaling Up Excellence" for its insightful way of introducing the scaling dilemma. The book explained the true meaning of scaling and how companies can get it right.

"Scaling Up Excellence" is available on [Kindle](#). An [audiobook](#) version narrated by Rob Shapiro is also available.



12. "Blue Ocean Strategy" by Renee Mauborgne and W. Chan Kim

"Blue Ocean Strategy" is one of the most insightful business management books of the 21st century. The book was written by W. Chan Kim and Renée

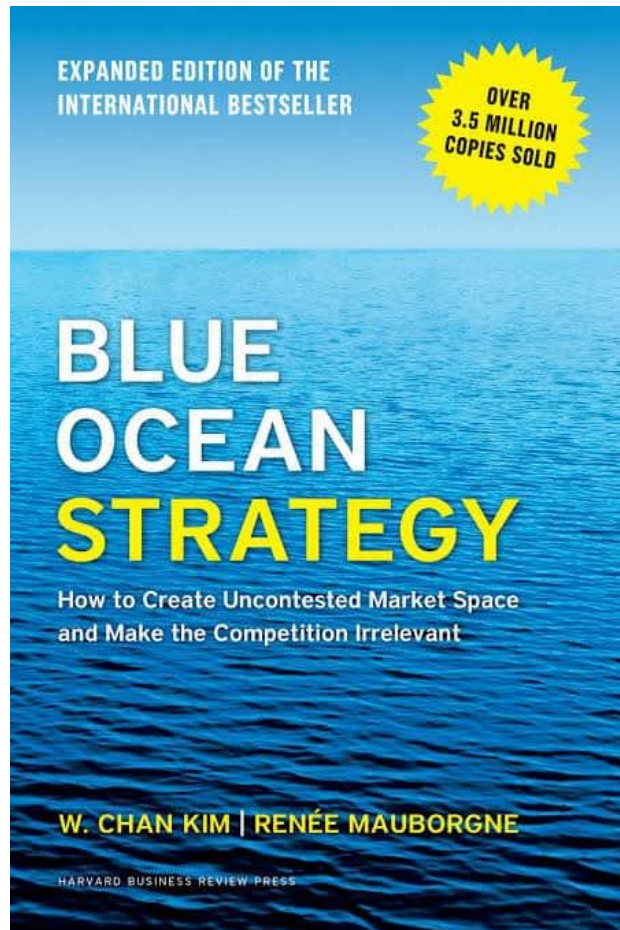
Mauborgne—Professors of Strategy at INSEAD, one of the world’s top business schools.

Published in February 2005, “Blue Ocean Strategy” challenges businesses to challenge the conventions of their industries. Through research, the authors encourage business owners to create untapped markets that are ripe for growth—so-called “blue oceans.”

The book highlights today’s crowded business nuances, explaining how companies can make themselves distinct by tapping new markets.

Reviews for “Blue Ocean Strategy” have been largely positive. Many readers have praised the book for its insights and transformative content, although some critics have also hit on what they believe is repetitive content.

You can find “**Blue Ocean Strategy**” on [Kindle](#). There is also an [audiobook](#), which is narrated by Grover Gardner.



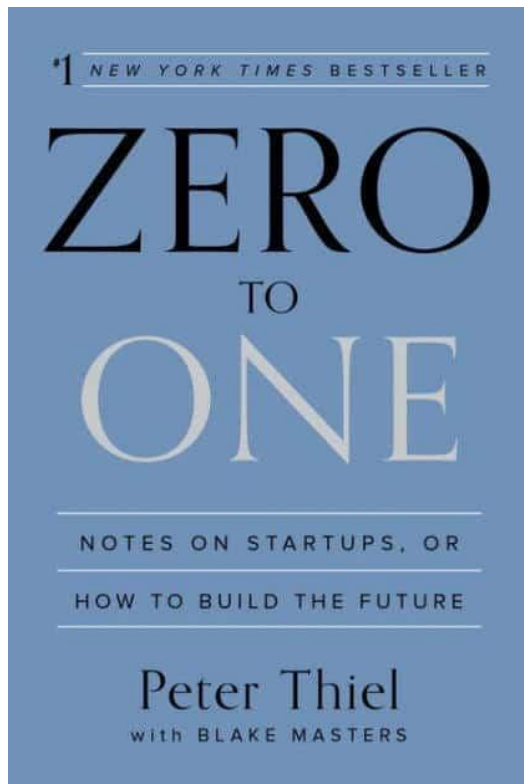
13. “Zero to One” by Peter Thiel

Peter Thiel is a legendary Silicon Valley investor and entrepreneur. The billionaire is known for being a co-founder of Palantir Technologies and PayPal, and he was also the first outside investors for Facebook. With strong success in building and investing in startups, he wrote “Zero to One” to guide budding entrepreneurs.

Published in September 2014, “Zero to One” encourages entrepreneurs to innovate and find ways to build new things. Thiel challenges the notion that innovation can only be found in the technology space, explaining that progress can come in any industry. Thiel also asks that investors leave crowded industries to build something unique and distinct. That way, you move from zero to one and chart a course for yourself.

Some have lauded “Zero to One” for being an incredible book for individuals looking to build new ventures and explore new spaces, while critics claim that its premises are exaggerated.

“Zero to One” is available on [Kindle](#), and there’s an [audiobook](#) narrated by Blake Masters, a co-author of the book.



14. “Never Split the Difference” by Tahl Raz

Tahl Raz is an award-winning journalist and author. He is also known for his series of books on business development, with different titles focused on specific business operations. In “Never Split the Difference,” Raz tackles the topic of negotiation.

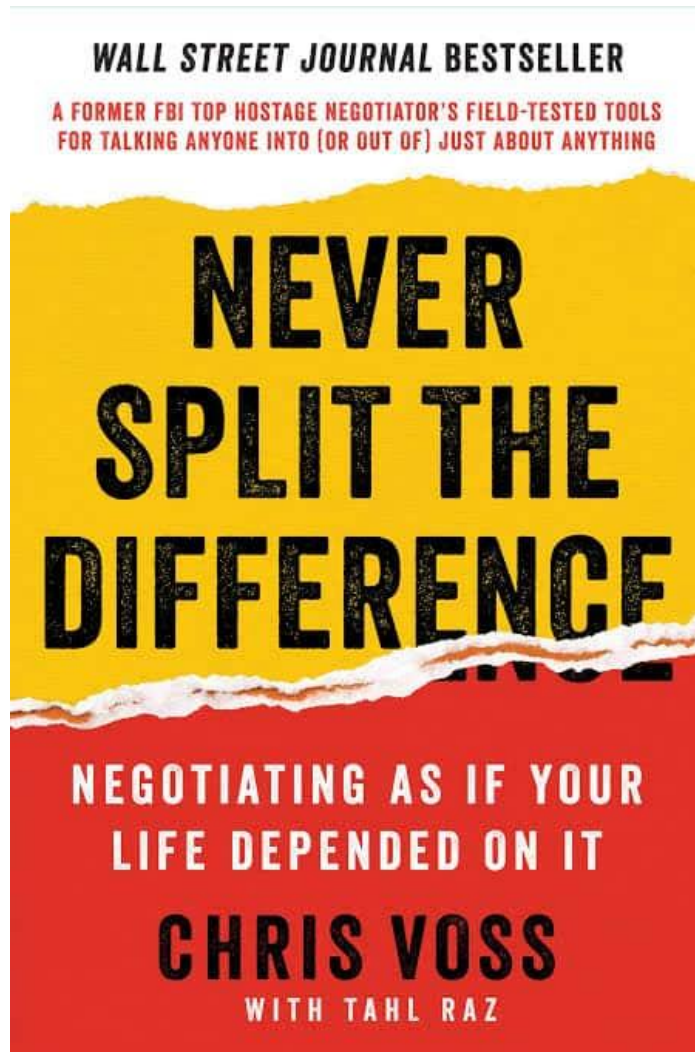
Published in May 2016, “Never Split the Difference” was written in collaboration with Chris Voss—a former international hostage negotiator with the FBI. The book draws Voss’ expertise in dealing with hardened criminals in rough

negotiation processes. Voss and Raz explain some of the concepts that helped them grow as negotiators in some of the most high-stakes situations.

The authors explain that life is a series of negotiations. Whether it's getting a loan, working out a salary, buying a house, some negotiations define life. "Never Split the Difference" explains how you can get the best out of these situations.

Reviewers have pointed out that the book is a timely instructional manual that helps you achieve success in today's negotiation-filled work. However, critics have noted that the book is also filled with sales pitches and war stories from Voss' FBI days.

The book is available on [Kindle](#), and there is an [audiobook](#) narrated by Michael Kramer.



15. “Pitch Anything” by Oren Klaff

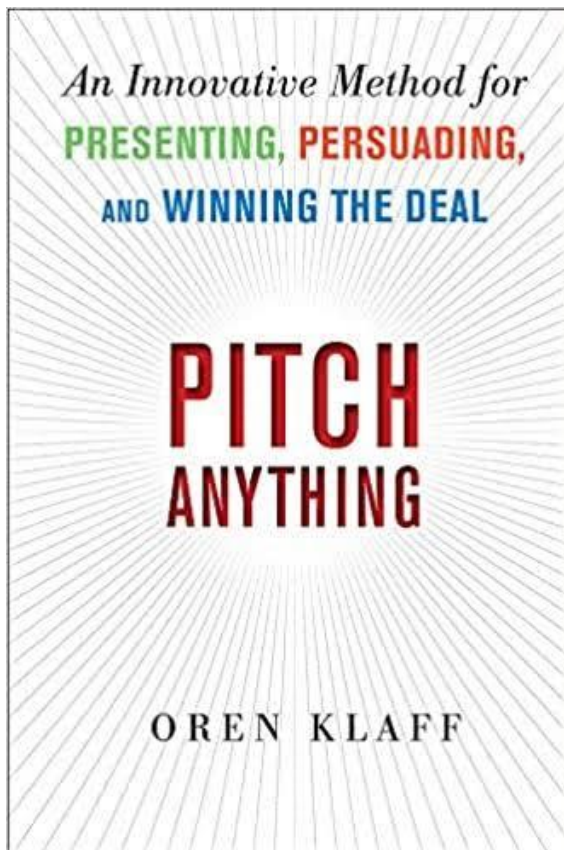
“Pitch Anything” is a book by Oren Klaff, a leading expert on capital raises, negotiations, and sales. The book was published in February 2011, and it has gone on to sell over a million copies.

In “Pitch Anything,” Klaff leans on his marketing experience and raising capital to provide an in-depth read for business owners. The book explains how a single pitch can transform your business or career. However, the perfect pitch will need a lot of work to be created. Klaff highlights the brain’s method of making decisions and responding to deals. “Pitch Anything” highlights the characteristics of a “STRONG” pitch:

- Setting the Frame
- Telling the Story
- Revealing the Intrigue
- Offering the Prize
- Nailing the Hookpoint
- Getting a Decision

As Klaff explains, mastery of these steps will put you in control of the entire negotiation process.

“Pitch Anything” is available on [Kindle](#).



16. “Business Model Generation” by Alexander Osterwalder

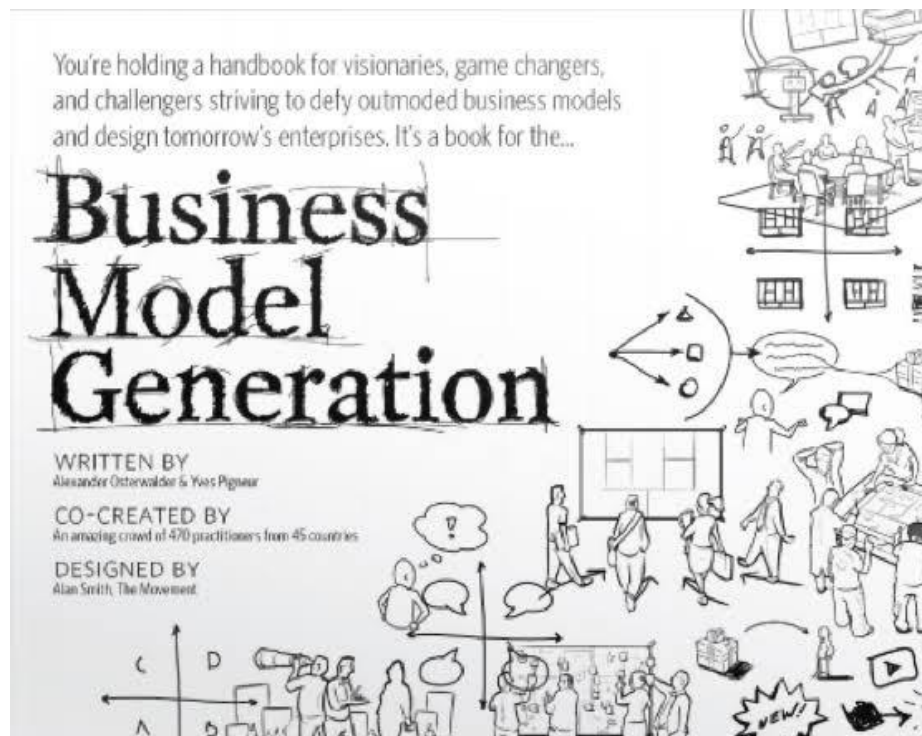
Every company, regardless of the field, requires the right business model to prosper. Your business model shows just about everything about your company, from your revenue expectations to your channel for gaining customers. However, drawing up the right business model will also take a great deal of work—particularly in an ever-changing industry.

Published in July 2010, “Business Model Generation” is a book by [Alexander Osterwalder](#), a Swiss business theorist, and consultant. The book takes you through designing a business model that lasts the test of time.

“Business Model Generation” also takes you through the process of adapting your business to changing economic climates. It takes business concepts from experts and applies them to business model patterns, allowing you to extrapolate working policies and apply them to your company.

Lovers of this book have pointed out that it is an excellent introduction to building sustainability in your venture, especially with changing climates. Some, however, believe that it is too technical for the average reader to understand.

“Business Model Generation” is available on [Kindle](#). There is also an [audiobook](#), which is narrated by George Johnson.



17. “The Startup Owner’s Manual” by Steve Blank

[Steve Blank](#) is a somewhat legendary name in today’s business circles. The California-based entrepreneur is credited with having built the customer development method that led to the growth of today’s lean startup movement.

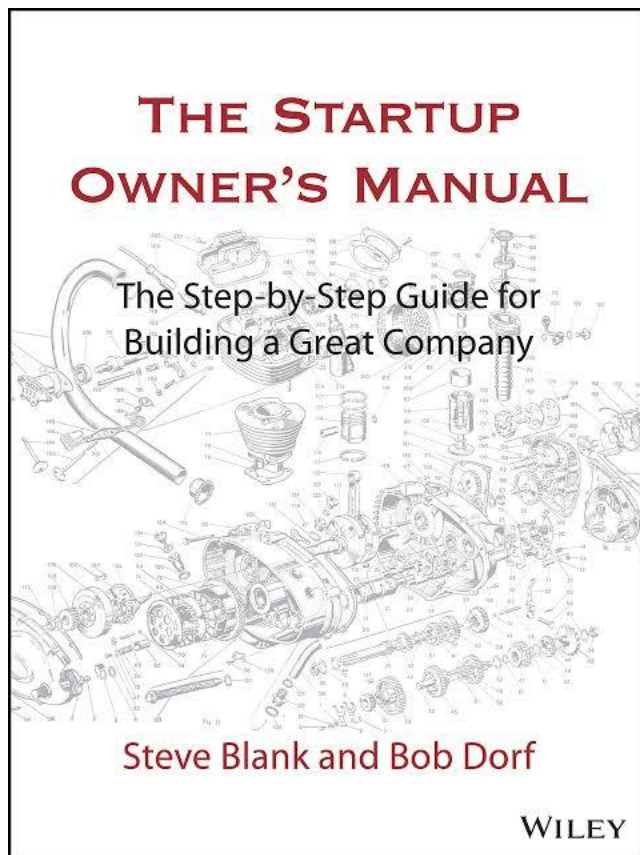
Blank pours his knowledge and vast experience into “The Startup Owner’s Manual,” lending them to help startup owners achieve success quickly. The book, published in March 2012, provides a methodological guide to Blank’s customer development process.

The book includes graphs, charts, and checklists that help you build and grow a company. It provides insights like bringing an idea to life, avoiding company pitfalls, and more.

One of the most notable facts that reviewers have pointed out is that the book works for established businesses just as much as it does for startups. So, if you believe that your company could do with a little restructuring, this might be a valuable book for you too.

However, some critics have also pointed out that “The Startup Owner’s Manual” is too technical. Its reliance on infographics might not sit well with many.

“The Startup Owner’s Manual” isn’t available on [Kindle](#). However, you can find an [audiobook](#) narrated by Matthew Boston.



18. “Traction” by Gabriel Weinberg and Justin Mares

Every venture looks to grow to a level where it can confidently and conveniently acquire new customers. This is the point of traction, and it signifies a possible takeoff point for a company. “Traction” guides you on your mission to achieve this point.

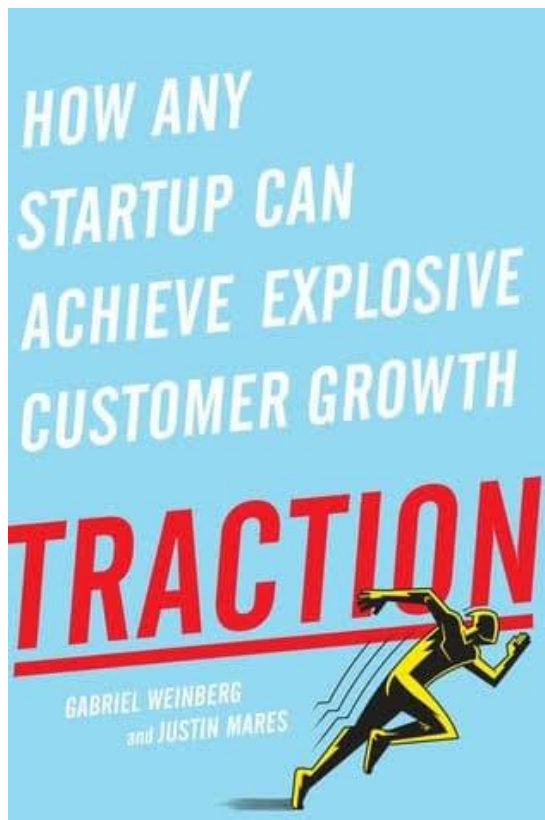
Published in October 2015, “Traction” is a book co-authored by Gabriel Weinberg and Justin Mares. Weinberg is the creator of DuckDuckGo, an internet privacy company worth billions of dollars. Mares is the Director of Revenue at

Exceptional, an eight-figure internet software company. Both men have extensive experience with launching products and reaching critical mass, and they lend their knowledge to entrepreneurs in this piece.

“Traction” is the ultimate growth hack that any company requires. It draws on the experiences of companies like Kayak, Reddit, Wikipedia, and HubSpot and teaches how to get your product into the hands of customers. Through traditional and digital media and advertising, “Traction” ensures that you can get from where you are to where you would like to be.

“Traction” has been lauded for its quick and easy-to-understand case studies. The book also got praise for being conversant with the current business climate. However, some critics pointed out that it wasn’t in-depth enough. “Traction” didn’t seem to do it for many who required a more hands-on teaching experience.

You can find “**Traction**” on [Kindle](#). There is also an [audiobook](#) that Weinberg narrated.



19. “Explosive Growth” by Cliff Lerner

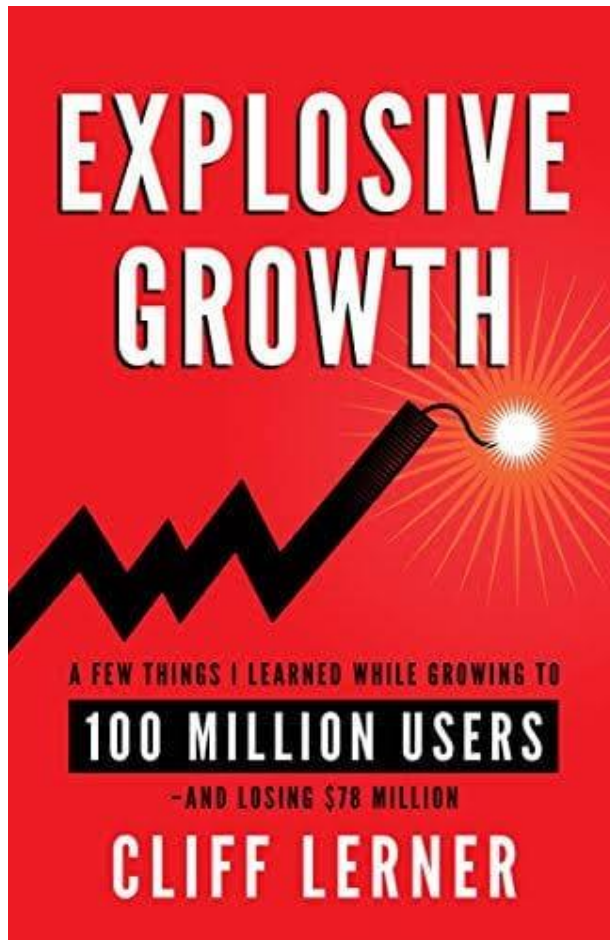
Cliff Lerner is an entrepreneur with deep roots in the media industry. He is known primarily as the founder of Snap Interactive, a company that created one of the first Facebook-native applications. Snap Interactive grew to become a success, growing to over 100 million users. However, the road to such numbers was not easy.

In “Explosive Growth,” Lerner uses his entrepreneurial experience to teach other business owners the ropes. The book was published in September 2017, and it provides a methodological approach to helping businesses achieve the one thing they desire—growth.

Lerner takes you through the entire product growth process, from developing an idea, identifying the growth potential, and marketing it to the public.

The book has so far gotten rave reviews, with many praising it for its timeliness in today’s business world. Most of the applications and tips in the book remain relevant to this day. However, some critics have pointed out that the book is more geared towards app developers and tech companies.

“**Explosive Growth**” is available on [Kindle](#). An [audiobook](#) narrated by Daniel Greenberg is also available.



20. “Range” by David Epstein

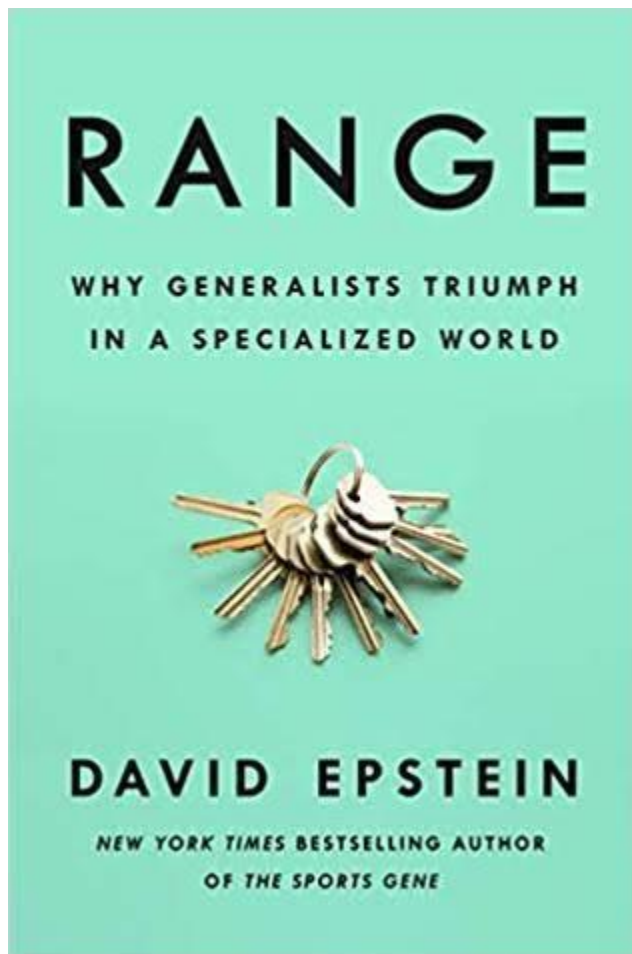
[David Epstein](#) is a two-time New York Times Bestseller. He has been reporting for ProPublica for years, covering a wide range of topics. In “Range,” Epstein pulls in research to conclude that specialization in a field might not necessarily make you a leader.

Published in May 2019, “Range” takes powerful lessons from some top leaders in different fields, including sports, business, journalism, music, and more. The book highlights the benefits of “generalism,” where a professional juggles different interests and fields. With greater creativity and expertise, these generalists can harness incredible speed when they eventually focus on one area of interest.

“Range” has received positive reviews from many who believe it to be a vindication of their approach to success. On the other hand, some have faulted

some of the book's facts, claiming that they might not present the full picture of real-life situations.

You can find “**Range**” on [Kindle](#). An [audiobook](#) narrated by Will Damron is also available.



21. “Storybrand” by Donald Miller

“Storybrand” is a book by Donald “Don” Miller, an American author and businessman. Miller is the CEO of [StoryBrand](#), a marketing firm with clients across the world. The company has been operating for years now, making Miller quite the marketing guru.

In “Storybrand,” Miller takes you into one of the most critical marketing operations you could have—building a brand that tells a story. The book is a manual that helps you understand the best and most effective way to connect with customers by telling stories about your business.

The book is especially timely, with companies relying on marketing more than anything else to make sales and grow their clientele. You need the right counsel, and Miller is here to give you that.

Many have praised “Storybrand” for its universal approach to marketing. The book is apt for any business, whether it’s a startup or an established venture. At the same time, some have also criticized the book’s content for being mostly theoretical and not focusing on some industries in its examples.

“**Storybrand**” is available on [Kindle](#). An [audiobook](#) is also available, narrated by Miller himself.

#1 Wall Street Journal Bestseller

DONALD MILLER

New York Times Bestselling Author

BUILDING A STORY BRAND



Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

22. “Influence: The Psychology of Persuasion” by Robert Cialdini

[Robert Cialdini](#) is a Professor Emeritus of Psychology and Marketing at Arizona State University. The author and marketing expert has also had teaching stints at Stanford University and the University of California Santa Cruz.

Pouring his experience into writing, Cialdini published “Influence: The Psychology of Persuasion” in December 2006. In this book, Cialdini explains the psychology behind peoples’ decisions and how you can use this to grow your influence in their lives.

The book outlines some of the characteristics of influence and how each person can apply them into persuading others more effectively. For business people looking to convince customers, this book is a must.

Some of its acclaims have been related to the book's relevance in today's world as well, especially with its focus on business applications. However, critics have pointed out that the book appears focused on manipulating and having authority over others.

"Influence: The Psychology of Persuasion" is available on [Kindle](#). An [audiobook](#) narrated by George Newbern is also available.

REVISED EDITION

"For marketers, it is among the most important
books written in the last 10 years."

—*Journal of Marketing Research*

NATIONAL BESTSELLER

INFLUENCE

The Psychology
of Persuasion

ROBERT B. CIALDINI, PH.D.

23. "The Tipping Point" by Malcolm Gladwell

Just about everyone in the journalism world knows who [Malcolm Gladwell](#) is. The Canadian journalist is one of the most famous reporters of the 21st century, having written for The New Yorker since the late '90s.

Gladwell is also a bestselling author and writer, and “The Tipping Point” is perhaps his most famous body of work. In it, the author describes that moment when you have a revolutionary idea that could potentially launch you into stardom.

In “The Tipping Point,” Gladwell dissects conceiving an idea, sharing it with others, and working your way to that point where you’re ready to potentially change the world. Published in November 2002, the book remains a top hit in the marketing sphere.

Many have praised Gladwell’s non-scientific approach, making the book more of an inspirational piece than an educational one. However, the lack of that scientific approach has also been cited by critics for its inadequate support and factual strength.

“The Tipping Point” is available on [Kindle](#), and you can find an [audiobook](#) narrated by Gladwell.

‘Intelligent, articulate, thought-provoking’
OBSERVER



THE TIPPING POINT MALCOLM GLADWELL

HOW LITTLE THINGS CAN
MAKE A BIG DIFFERENCE

The International Number One Bestseller

24. “Crushing It” by Gary Vaynerchuk

[Gary Vaynerchuk](#) is a businessman and entrepreneur known primarily as the founder of Empathy Wines and Resy, a restaurant reservation software company. With a net worth in the millions, this businessman is undoubtedly revered in the tech and business spaces.

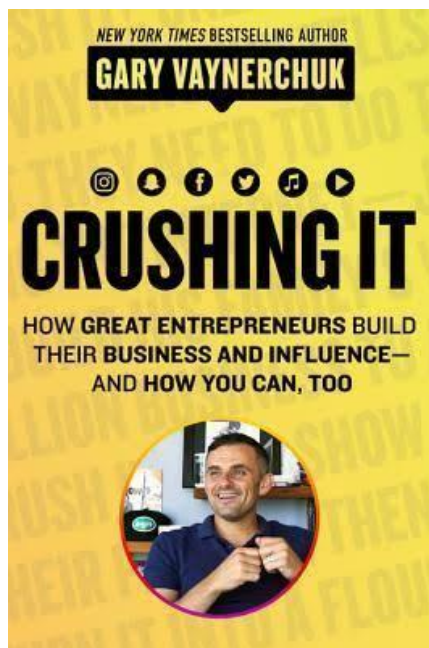
Vaynerchuk shares some of his business experience in “Crushing It,” a book he published in January 2018. In it, the businessman explains some vital business principles that still work today, as well as those which he believes, have been rendered obsolete over time.

“Crushing It” features testimonials from business people who have managed to grow their wealth by expanding their influence—primarily through social media.

The book also provides expositions into several top social media platforms and how you can use them to grow your business.

The book has gotten rave reviews across the board, with many pointing out its timely nature in an age that is defined by social media presence.

“**Crushing It**” is available on [Kindle](#). Vaynerchuk also teamed up with Amy Schmittauer and Rich Roll on an [audiobook](#) version.



25. “Hooked” by Nir Eyal

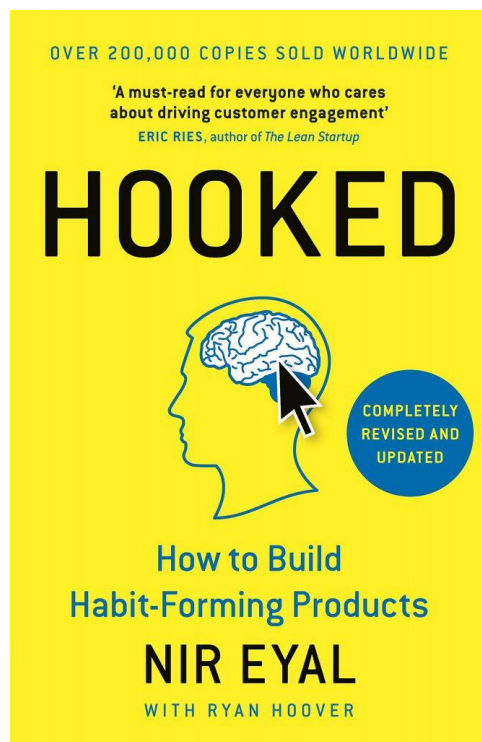
Habits are one of the primary building blocks of life. People build habits and patterns all their lives based on their needs, and companies have been looking to capitalize on that.

“Hooked” provides an exciting approach to developing habit-forming products. Published in November 2014, the book was written by [Nir Eyal](#), a businessman and author. In “Hooked,” Eyal guides you through building a product that people can’t seem to put down.

Eyal teaches you the Hook Model—a four-step process common with many habit-forming products and what makes them so successful. The businessman also explains some factors that make people engage with certain products out of mere habit and how you can capitalize on this human character as well.

“Hooked” has been praised for its incredible attention to detail and practical approach to successful product development. However, the book’s chief criticism appears to be Eyal’s focus on technology and apps instead of products in other industries.

“Hooked” is available on [Kindle](#), and there is an [audiobook](#) narrated by Eyal too.

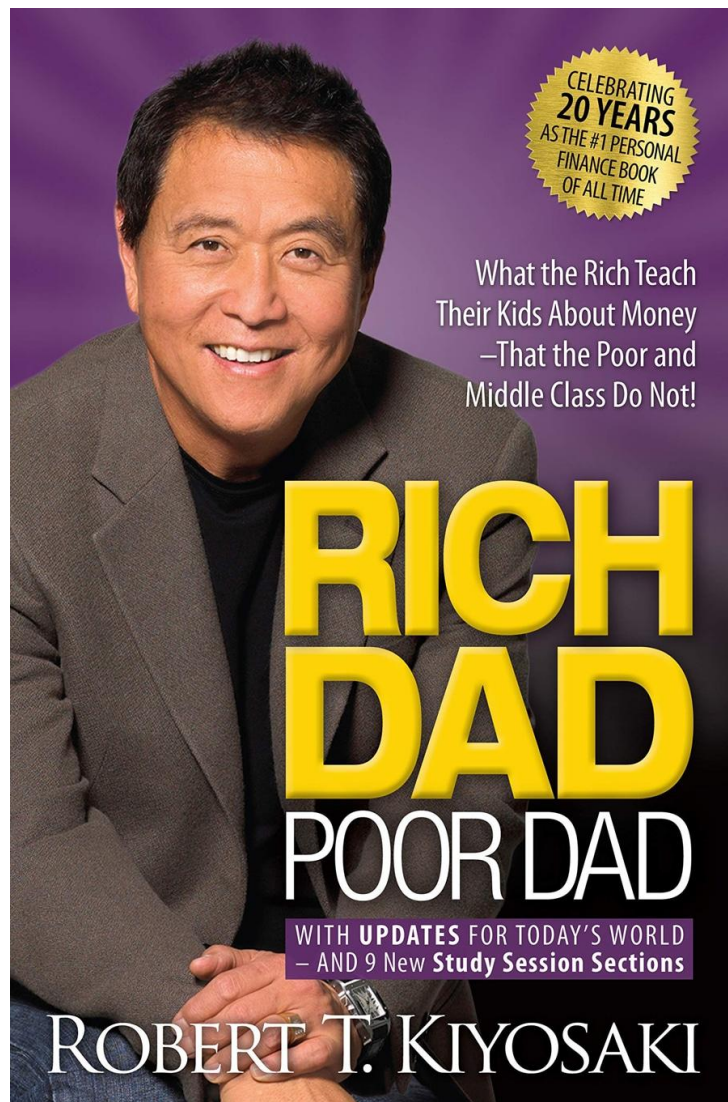


26. Rich Dad Poor Dad by Robert Kiyosaki

Robert Kiyosaki’s *Rich Dad Poor Dad* has become the top personal finance book of all time. Kiyosaki shares the story of growing up with two fatherly influences — his own and his close friend’s “rich dad.”

Kiyosaki explains how each of these men shaped the way he thinks about money and investing. He pulls the curtain back on the expected financial misconceptions that keep people from reaching their income potential. He also shares his journey and shows the power of making your money work for you.

Rich Dad Poor Dad by Robert Kiyosaki is available on [Amazon](https://www.amazon.com/dp/0735136266).

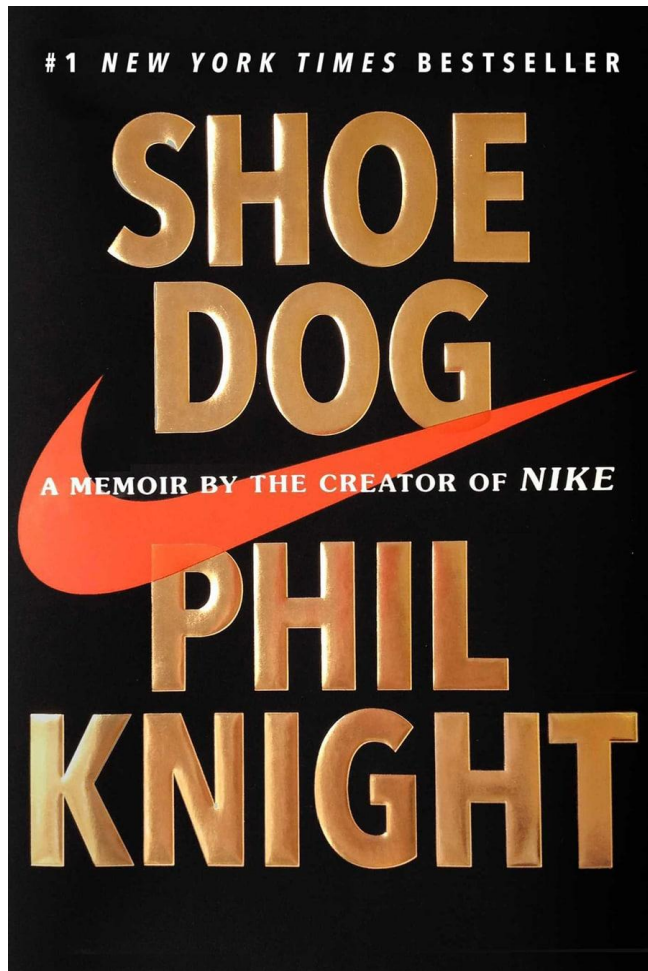


27. Shoe Dog by Phil Knight

Nike might be a global icon today, but it took a lot of hard work to get it there. In his book Shoe Dog, Nike co-founder Phil Knight talks about launching his startup after business school with \$50 he borrowed from a friend.

Knight's funny, personable, and unfiltered self shines through in his memoir and talks about how he came to choose the unconventional path of the entrepreneur's life. Readers will get to know Knight like never before and walk away inspired by his journey and empowered with his hard-earned wisdom on entrepreneurship.

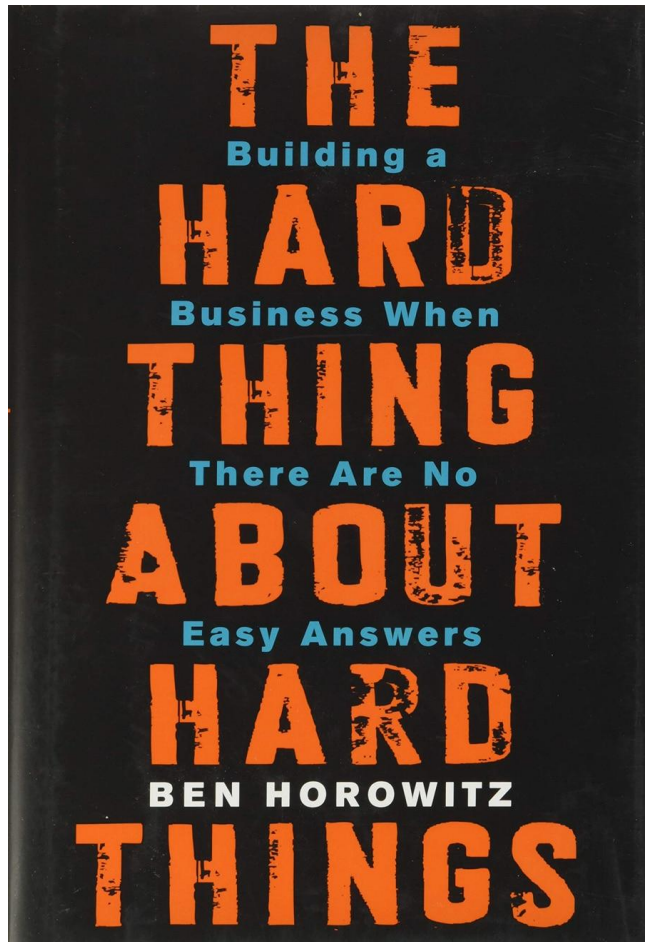
Shoe Dog by Phil Knight is available on [Amazon](#).



28. The Hard Thing About Hard Things by Ben Horowitz

Ben Horowitz is one of the most respected entrepreneurs in Silicon Valley. In *The Hard Thing About Hard Things*, Horowitz pulls back the curtain to reveal the truth about what it's like to lead a successful business through challenging times.

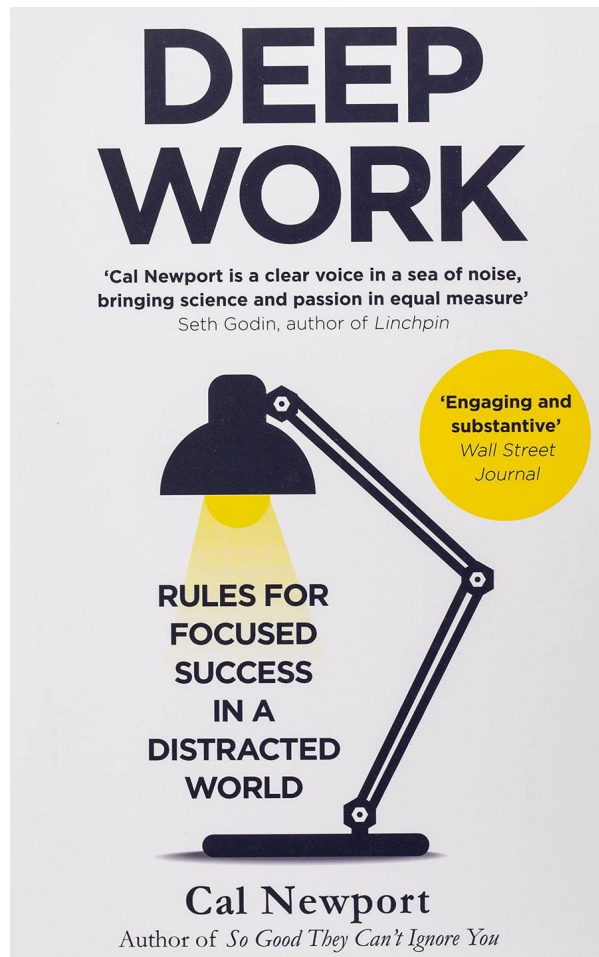
Horowitz's book contains essential advice for any business leader, wrapped up in his no-nonsense writing style with some trademark references from the life of a rap fanatic. It's a must-read for beginners and veterans alike, and it's especially well-suited to those transitioning to tough times with challenging obstacles. The Hard Thing About Hard Things by Ben Horowitz is available on [Amazon](#)



29. Deep Work by Cal Newport

Professor Cal Newport teaches computer science at Georgetown University. He coined the term “deep work” and explains how modern business perks like open offices and distractions such as social media get in the way of high-quality work. In his book Deep Work, Newport highlights the significant negative impact distractions have on working well. He wraps in several memorable stories that show the importance of crafting a better workspace in a distracted world and offers surprising advice, such as the value of boredom.

Deep Work by Cal Newport is available on [Amazon](#)

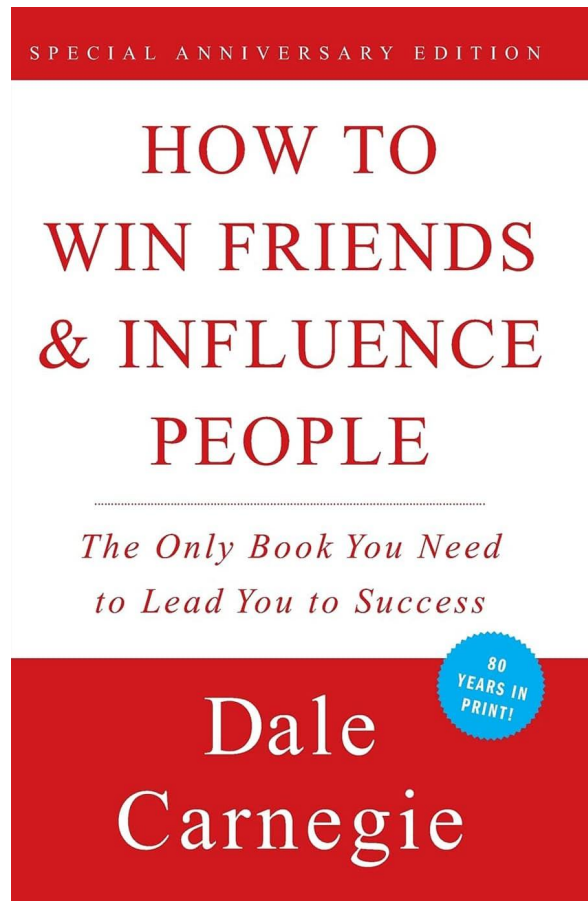


30. How to Win Friends and Influence People by Dale Carnegie

Dale Carnegie's New York Times bestseller *How to Win Friends and Influence People* has sold over 30 million copies worldwide since first published in 1936. Despite being the oldest book on the list, it's one of the most well-known business books ever written. Carnegie's advice continues to stand the test of time.

As a manager, you need to sell your ideas and business changes to your team members. Carnegie teaches you a simple yet effective technique built on good habits for communicating with people and winning others over to your way of thinking without burning bridges.

How to Win Friends and Influence People by Dale Carnegie is available on [Amazon](#)

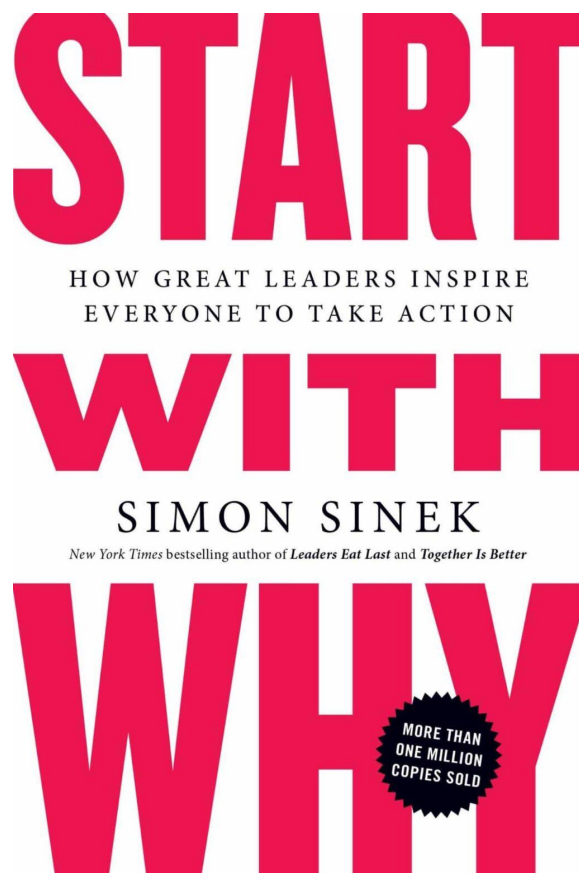


31. Start with Why by Simon Sinek

One of the first problems entrepreneurs face is finding and sustaining that feeling of inspiration that moves others. Simon Sinek has been on a mission to find out what makes some organizations innovative and influential and find a way to help you feel more inspired at work.

In Start with Why, Sinek shows you how leaders ranging from Martin Luther King Jr. and Steve Jobs found success because they were rooted in their “why.” He builds a Golden Circle framework that enables you to use the same process to build a business that inspires others.

Start with Why by Simon Sinek is available on [Amazon](#)



32. Atomic Habits by James Clear

Keeping the inspiration alive in the early days can be challenging, and there's nothing like bad habits that can get in between you and success.

Author and entrepreneur James Clear believes that the problem isn't you. Instead, it's your system. In *Atomic Habits: An Easy and Proven Way to Break Bad Habits and Build Good Ones*, Clear gives you a proven system you can use every day to improve your decision-making, develop better habits, and overcome a lack of willpower.

By creating an environment for success, you don't have to rely on mustering motivation every day. Clear breaks down complex ideas into simple and actionable recommendations, and he helps you master the small actions that build good habits and lead to significant results in the end.

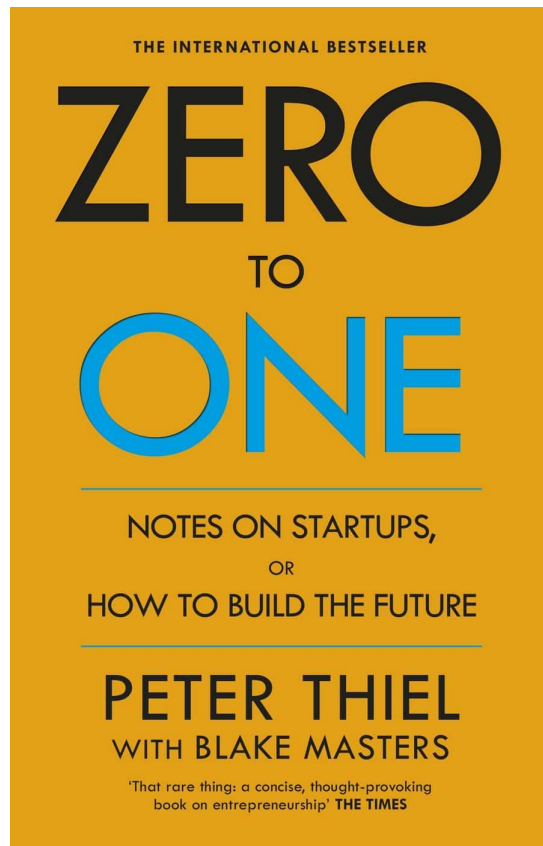
Atomic Habits by James Clear is available on [Amazon](#)

33. Zero to One by Peter Thiel

If you're looking for a practical and optimistic book to get your creative juices flowing, pick up Peter Thiel's Zero to One. Peter Thiel is the co-founder of PayPal, and in his book, he outlines his thoughts and insights on how to build the future you want to see.

It's a quick read, and you can get through the book in a day or two. However, it's still full of inspirational stories from Thiel's time at PayPal and other pioneering founders like Bill Gates. You can use his "Seven Questions Every Business Must Answer" to test and perfect your ideas and processes.

Zero to One by Peter Thiel is available on [Amazon](#)



34. Think and Grow Rich by Napoleon Hill

Like *How to Win Friends and Influence People*, *Think and Grow Rich* has been around since the 1930s and offers insights that stand the test of time. It's full of timeless wisdom and actionable advice to help you get what you want out of life.

Napoleon Hill demonstrates the power of your mindset and outlines methods to deal with personal obstacles such as self-doubt and laziness. Fans of the book recommend working Hill's exercises while reading the book and revisiting it multiple times to get the most out of it.

Think and Grow Rich by Napoleon Hill is available on [Amazon](#)

