



Ben Meer

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If you want to give yourself a personal
MBA (in 6 months), read these books:

41.6k Likes **12.9k** Retweets **1.4k** Replies



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Hi, I'm Ben.

I received an MBA from Cornell.

I've also read 300+ business books.

Trust me: You can get 90% of the knowledge from reading books

(and without spending \$150k).

So, I put together a 6-month personal MBA for you...

A circular profile picture of a man with dark hair and a beard, wearing a dark suit jacket and a white shirt.

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The 6-month curriculum is 12 books

(you'll read 2 books every month).

Subjects:

Strategy

Entrepreneurship

Accounting/Finance

Personal Finance

Marketing

Operations

Systems Thinking

Public Speaking

Negotiation

Networking

Leadership

Productivity/Effectiveness

Here we go...

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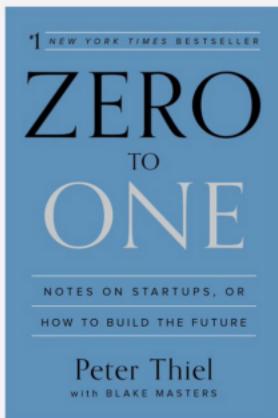
Zero to One

by Peter Thiel and Blake Masters

Subject: Strategy

Lessons:

- Escape competition
- Contrarian approaches create value
- Go from “0 to 1,” not “from 1 to n”



“What important truth
do very few people
agree with you on?”

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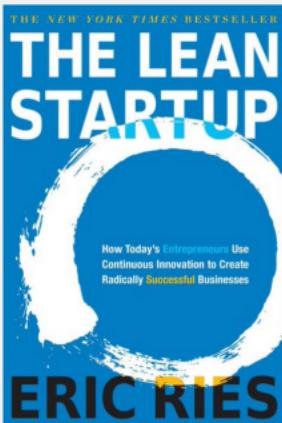
The Lean Startup

by Eric Ries

Subject: Entrepreneurship

Lessons:

- Build minimum viable products
- When in doubt, simplify
- Win by getting feedback + learning fast



“We must learn what customers really want, not what they say they want or what we think they should want.”

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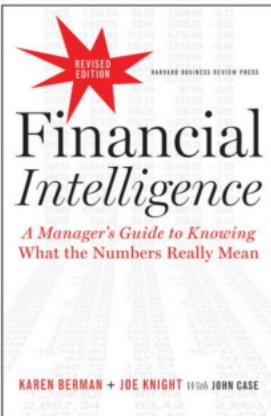
Financial Intelligence

by Karen Berman, Joe Knight, John Case

Subject: Accounting/Finance

Lessons:

- Learn to read financial statements (Income, Balance Sheet, Cash Flow)
- Fund projects based on expected ROI



**“Profit ≠ Cash
(and you need both)”**

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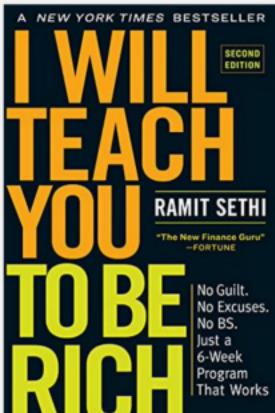
I Will Teach You to Be Rich

by Ramit Sethi

Subject: Personal Finance

Lessons:

- Get clear about your ‘Rich Life’
- Save and invest money before you ever see it
- Create an automated money system



“Spend extravagantly on the things you love, and cut costs mercilessly on the things you don’t.”

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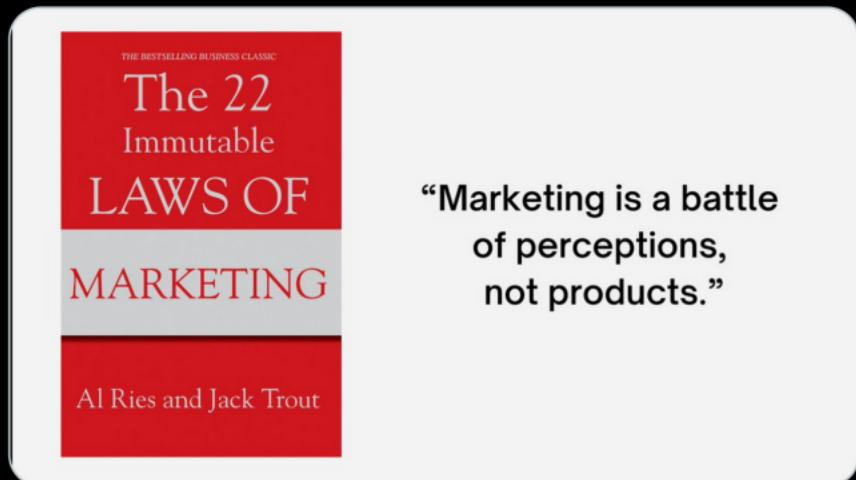
The 22 Immutable Laws of Marketing

by Al Ries

Subject: Marketing

Lessons:

- Perception is reality
- Own a word/category to boost brand
- Follow the 22 law checklist



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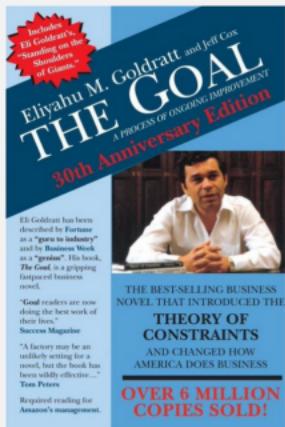
The Goal

by Eliyahu M. Goldratt

Subject: Operations

Lessons:

- Identify and exploit bottlenecks
- Increase net profit + increase ROI + increase cash flow



“The capacity of the plant is equal to the capacity of its bottlenecks.”

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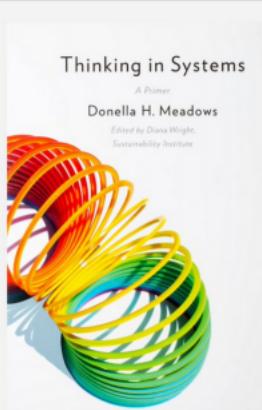
Thinking in Systems

by Donella Meadows

Subject: Systems Thinking

Lessons:

- To change any system, focus on 12 points of leverage
- Purposes are deduced from behavior, not words
- Create feedback loops



“A system must consist of three kinds of things: elements, inter-connections, and a function or purpose.”

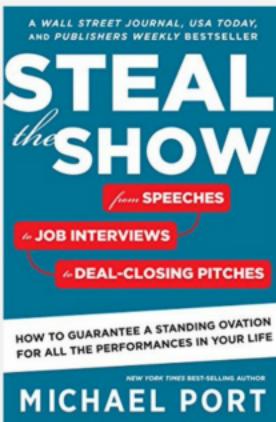
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Steal the Show by Michael Port

Subject: Public Speaking

Lessons:

- Cut out filler words by practicing material
- Use pauses for impact
- Act “as if” to build confidence



“By raising the stakes,
you adjust to being
comfortable with
discomfort.”

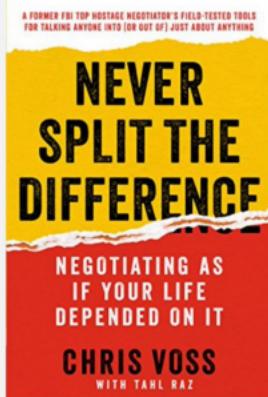
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Never Split the Difference by Chris Voss

Subject: Negotiation

Lessons:

- Prepare your best-alternative-option in advance
- Let your counterpart make the first offer
- Be prepared for extremes
- Ask open-ended questions



“He who has learned to disagree without being disagreeable has discovered the most valuable secret of negotiation.”

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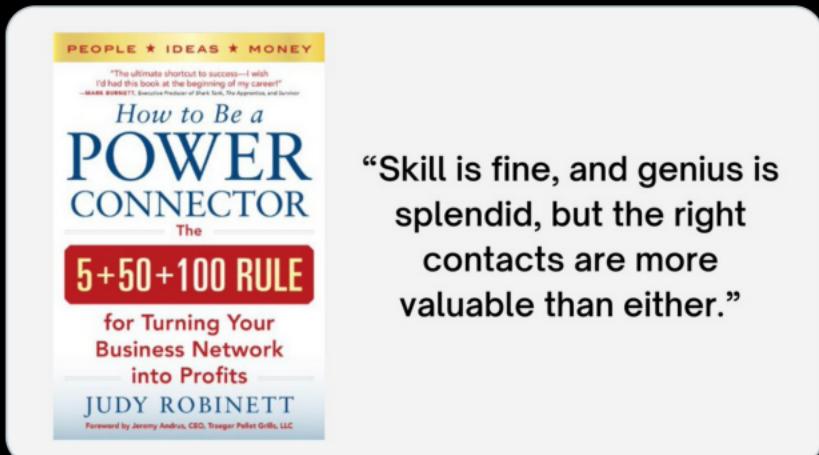
How to Be a Power Connector

by Judy Robinett

Subject: Networking

Lessons:

- Your network is your net worth
- Choose your environment wisely (find power centers)
- Build depth and diversity in your network
- Follow the 5+50+100 Rule





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Teams of Teams

by General Stanley A. McChrystal

Subject: Leadership

Lessons:

- The world is complex and chaotic
- Resiliency and adaptability are crucial to success
- Leaders create more leaders, not followers

NEW YORK TIMES BESTSELLER
"In addition to being a fascinating and colorful read, this book is an indispensable guide to organizational change." — WALTER ISAACSON, from the foreword

TEAM
— OF —
TEAMS

NEW RULES OF ENGAGEMENT
FOR A COMPLEX WORLD

GENERAL STANLEY
McCHRYSTAL

U.S. Army, Retired
with Tantum Collins, David Silverman,
and Chris Pussell

“Purpose affirms trust,
trust affirms purpose,
and together they
forge individuals
into a working team.”

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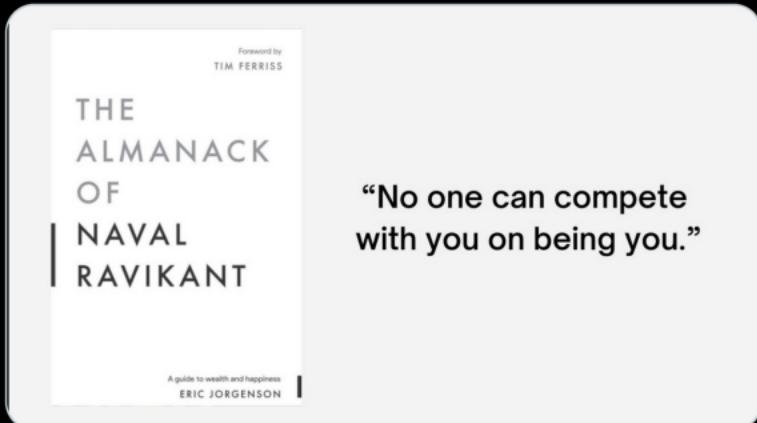
The Almanack of Naval Ravikant

by Eric Jorgenson

Subject: Productivity and Effectiveness

Lessons:

- Money and happiness are skills
- Productize yourself
- A good reputation is invaluable
- Play long-term iterated games, compound your growth
- And much, much more...

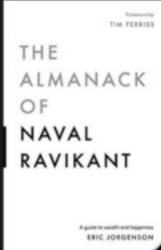
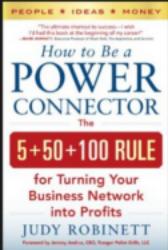
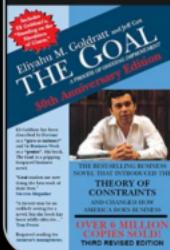
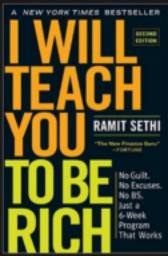
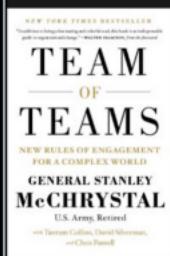
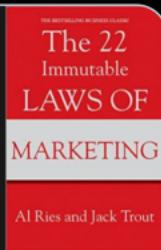
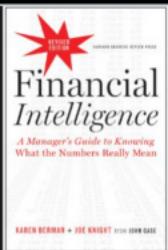
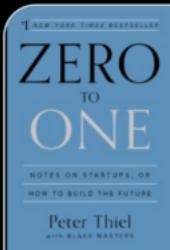




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Summary: 6-Month Personal MBA





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That was a 6-month personal MBA.

All it takes to complete? Read 30 mins/day.

If you enjoyed this post, follow me for more systems on high-performance living.