

[The Personal MBA](#)

Master the Art of Business

by [Josh Kaufman](#), #1 bestselling business author

A world-class business education in a single volume. Learn the universal principles behind every successful business, then use these ideas to make more money, get more done, and have more fun in your life and work.

Buy the book:

The Personal MBA Recommended Reading List: The 99 Best Business Books

<http://personalmba.com/best-business-books/>

“You wasted \$150,000 on an education you coulda got for a buck fifty in late charges at the public library.”

Will Hunting (played by Matt Damon), *Good Will Hunting*

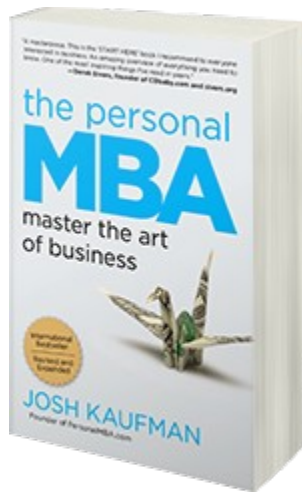
MBA programs don't have a monopoly on advanced business knowledge: you can teach yourself everything you need to know to succeed in life and at work. [The Personal MBA](#) features the very best business books available, based on over ten years and thousands of hours of research. So skip business school and the \$150,000 loan: you can get a world-class business education on your own at very low cost by reading the [best business books](#).

This page lists all *Personal MBA* recommended books and resources for easy printing, bookmarking, and reference. For more information about the Personal MBA and book selection criteria, [read the manifesto](#).

Here are the 99 business books *The Personal MBA* officially recommends... click on the title of each book to read a detailed description of each book and why it's important, or the buttons to the right for additional reviews.

Books purchased through this website support *The Personal MBA*'s ongoing research.

Read This First For Best Results...



The Personal MBA: Master the Art of Business is a comprehensive overview of everything you'll learn reading the books on this list. The book summarizes the most important ideas in business, psychology, and systems theory in a single volume.

I *strongly* recommend reading this book first - you'll get much more from the books on this list if you learn the most important concepts first.

Buy the Book:

WANT TO BE NOTIFIED WHEN UPDATES ARE PUBLISHED? Subscribe to Josh Kaufman's email newsletter. You'll receive Personal MBA updates, Josh's award-winning research, and useful resources that will help you make more money, get more done, and have more fun. It's free!

Business Creation

- [*Go It Alone*](#) – Bruce Judson
- [*The Lean Startup*](#) – Eric Ries
- [*Street Smarts*](#) – Norm Brodsky & Bo Burlingham
- [*Ready, Fire, Aim*](#) – Michael Masterson
- [*Escape from Cubicle Nation*](#) – Pamela Slim
- [*Bankable Business Plans*](#) – Edward Rogoff
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Value-Creation & Testing

- [*Rework*](#) – Jason Fried & David Heinemeier Hansson
- [*The New Business Road Test*](#) – John Mullins
- [*How to Make Millions with Your Ideas*](#) – Dan Kennedy

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Marketing

- [*All Marketers Are Liars*](#) – Seth Godin
- [*Permission Marketing*](#) – Seth Godin
- [*The 22 Immutable Laws of Marketing*](#) – Al Ries & Jack Trout
- [*Getting Everything You Can Out of All You've Got*](#) – Jay Abraham

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Sales

- [*The Psychology of Selling*](#) – Brian Tracy
- [*Pitch Anything*](#) – Oren Klaff
- [*The Ultimate Sales Machine*](#) – Chet Holmes
- [*Value-Based Fees*](#) – Alan Weiss
- [*SPIN Selling*](#) – Neil Rackham

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Value-Delivery

- [*Indispensable*](#) – Joe Calloway
- [*The Goal: A Process of Ongoing Improvement*](#) – Eliyahu Goldratt
- [*Lean Thinking*](#) – James Womack & Daniel Jones

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Finance & Accounting

- [*Financial Intelligence for Entrepreneurs*](#) – Karen Berman & Joe Knight
- [*Simple Numbers, Straight Talk, Big Profits*](#) – Greg Crabtree
- [*The 1% Windfall*](#) – Rafi Mohammed

- ✎ ✎ [*Accounting Made Simple*](#) – Mike Piper
- ✎ ✎ [*How to Read a Financial Report*](#) – John A. Tracy
- ✎ ✎ [*Venture Deals*](#) – Brad Feld & Jason Mendelson

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The Human Mind

- [*Thinking, Fast and Slow*](#) – Daniel Kahneman
- ✎ ✎ [*Brain Rules*](#) – John Medina
- ✎ ✎ [*Making Sense of Behavior*](#) – William T. Powers
- ✎ ✎ [*Driven*](#) – Paul Lawrence & Nitin Nohria
- ✎ ✎ [*Deep Survival*](#) – Laurence Gonzales

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Productivity & Effectiveness

- [*Getting Things Done*](#) – David Allen
- ✎ ✎ [*The Power of Full Engagement*](#) – Jim Loehr & Tony Schwartz
- ✎ ✎ [*StrengthsFinder 2.0*](#) – Tom Rath
- ✎ ✎ [*Bit Literacy*](#) – Mark Hurst
- ✎ ✎ [*10 Days to Faster Reading*](#) – Abby Marks-Beale

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Problem Solving

- [*The 80/20 Principle*](#) – Richard Koch
- ✎ ✎ [*Accidental Genius*](#) – Mark Levy
- ✎ ✎ [*Learning from the Future*](#) – Liam Fahey & Robert Randall

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Behavioral Change

- [*The Power of Less*](#) – Leo Babauta
- ✎ ✎ [*The Path of Least Resistance*](#) – Robert Fritz
- ✎ ✎ [*Re-Create Your Life*](#) – Morty Lefkoe
- ✎ ✎ [*Self-Directed Behavior*](#) – David Watson & Roland Tharp

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Decision-Making

- [*Sources of Power: How People Make Decisions*](#) – Gary Klein

✎ ✎ [*Smart Choices*](#) – John S. Hammond et al
✎ ✎ [*Ethics for the Real World*](#) – Ronald Howard & Clinton Korver

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Communication

- [*On Writing Well*](#) – William Zinsser

✎ ✎ [*Presentation Zen*](#) – Garr Reynolds
✎ ✎ [*Made to Stick*](#) – Chip and Dan Heath
✎ ✎ [*The Copywriter's Handbook*](#) – Robert Bly
✎ ✎ [*Show Me The Numbers*](#) – Stephen Few

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Influence

- [*Influence: The Psychology of Persuasion*](#) – Robert B. Cialdini

✎ ✎ [*How to Win Friends and Influence People*](#) – Dale Carnegie
✎ ✎ [*Crucial Conversations*](#) – Kerry Patterson et al
✎ ✎ [*The 48 Laws of Power*](#) – Robert Greene

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Negotiation

- [*Bargaining For Advantage*](#) – G. Richard Shell

✎ ✎ [*3-D Negotiation*](#) – David Lax & James Sebenius
✎ ✎ [*The Partnership Charter*](#) – David Gage

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Management

- [*First, Break All The Rules*](#) – Marcus Buckingham & Curt Coffman
- ⌘ ⌘ [*12: The Elements of Great Managing*](#) – Rodd Wagner & James Harter
- ⌘ ⌘ [*Growing Great Employees*](#) – Erika Andersen
- ⌘ ⌘ [*The Essential Drucker*](#) – Peter Drucker
- ⌘ ⌘ [*The Halo Effect*](#) – Phil Rosenzweig
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Leadership

- [*Tribes*](#) – Seth Godin
- ⌘ ⌘ [*Total Leadership*](#) – Stewart Friedman
- ⌘ ⌘ [*What Got You Here Won't Get You There*](#) – Marshall Goldsmith
- ⌘ ⌘ [*The New Leader's 100-Day Action Plan*](#) – George Bradt et al
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Project Management

- [*Making Things Happen*](#) – Scott Berkun
- ⌘ ⌘ [*Results Without Authority*](#) – Tom Kendrick
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Systems

- [*Thinking in Systems*](#) – Donella Meadows
- ⌘ ⌘ [*Work the System*](#) – Sam Carpenter
-

Analysis

- [*Thinking Statistically*](#) – Uri Bram
- ⌘ ⌘ [*Turning Numbers Into Knowledge*](#) – Jonathan Koomey
- ⌘ ⌘ [*How to Lie with Statistics*](#) – Darrell Huff
- ⌘ ⌘ [*Marketing Metrics*](#) – Paul Farris et al
- ⌘ ⌘ [*The Economist Numbers Guide*](#) – Richard Stuteley

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Corporate Skills

- [*The Unwritten Laws of Business*](#) – W.J. King

✎ ✎ [*The Effective Executive*](#) – Peter Drucker
✎ ✎ [*The Simplicity Survival Handbook*](#) – Bill Jensen
✎ ✎ [*Hire With Your Head*](#) – Lou Adler

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Corporate Strategy

- [*Purpose*](#) – Nikos Mourkogiannis

✎ ✎ [*Competitive Strategy*](#) – Michael Porter
✎ ✎ [*Blue Ocean Strategy*](#) – W. Chan Kim & Renée Mauborgne
✎ ✎ [*Seeing What's Next*](#) – Clayton M. Christensen et al

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Creativity & Innovation

- [*The Creative Habit*](#) – Twyla Tharp

✎ ✎ [*Myths of Innovation*](#) – Scott Berkun
✎ ✎ [*Innovation and Entrepreneurship*](#) – Peter Drucker

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Design

- [*The Design of Everyday Things*](#) – Donald Norman

✎ ✎ [*Universal Principles of Design*](#) – William Lidwell et al

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Consulting

- [*Getting Started in Consulting*](#) – Alan Weiss

✎ ✎ [*Secrets of Consulting*](#) – Gerald M. Weinberg

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Personal Finance

- [*Your Money or Your Life*](#) – Joel Dominguez & Vicki Robin

✎ ✎ [*The Millionaire Next Door*](#) – Thomas Stanley & William Danko

✎ ✎ [*I Will Teach You To Be Rich*](#) – Ramit Sethi

✎ ✎ [*Fail-Safe Investing*](#) – Harry Browne

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Personal Growth

- [*Lead the Field*](#) – Earl Nightingale

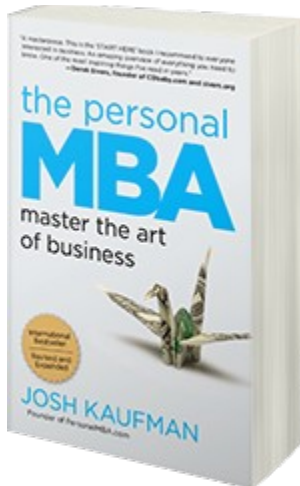
✎ ✎ [*The Art of Exceptional Living*](#) – Jim Rohn

✎ ✎ [*A Guide to the Good Life*](#) – William Braxton Irvine

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Some readers are curious about books that were featured on past editions of *The Personal MBA* recommended reading list. To view past recommendations, check out the [Deprecated](#) page.

WANT TO BE NOTIFIED WHEN UPDATES ARE PUBLISHED? Subscribe to Josh Kaufman's email newsletter. You'll receive Personal MBA updates, Josh's award-winning research, and useful resources that will help you make more money, get more done, and have more fun. It's free!



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About Josh Kaufman

Josh Kaufman is an acclaimed business, learning, and skill acquisition expert. He is the author of two international bestsellers: *The Personal MBA* and *The First 20 Hours*. Josh's research and writing have helped millions of people worldwide learn the fundamentals of modern business.

Here are past Personal MBA recommendations in alphabetical order:

- [American Business: 1920-2000 by Thomas K. McCraw et al](#)
- [The Art of Project Management by Scott Berkun](#)
- [The Art of the Start by Guy Kawasaki](#)

- [*The Boglehead's Guide to Investing* by Taylor Larimore et al](#)
- [*The Book of Business Wisdom* by Peter Krass](#)
- [*The Book of Entrepreneurs Wisdom* by Peter Krass](#)
- [*The Book of Leadership Wisdom* by Peter Krass](#)
- [*The Book of Management Wisdom* by Peter Krass](#)
- [*The Bootstrapper's Bible* by Seth Godin](#)
- [*Brand New* by Nancy Koehn](#)
- [*The Business Reference Guide* by Tom West](#)
- [*Business: The Ultimate Resource* by Basic Books](#)
- [*Changing For Good* by James Prochaska et al](#)
- [*Citizen Marketers* by Ben McConnell and Jackie Huba](#)
- [*Cut to the Chase* by Stuart Levine](#)
- [*Economics in One Lesson* by Henry Hazlitt](#)
- [*The Essays of Warren Buffett* by Lawrence Cunningham](#)
- [*Essentials of Accounting* by Robert Anthony and Leslie Breitner](#)
- [*Every Manager's Desk Reference* by Alpha Books](#)
- [*The McGraw-Hill 36-Hour Course in Finance* by Robert A. Cooke](#)
- [*Flawless Consulting* by Peter Block](#)
- [*Founders at Work* by Jessica Livingston](#)
- [*The Four Hour Workweek* by Tim Ferriss](#)
- [*The Four Steps to the Epiphany* by Steve Blank](#)
- [*Getting Real* by 37signals](#)

- [*Getting to Yes* by Roger Fisher and William Ury](#)
- [*Green To Gold* by Daniel Esty and Andrew Winston](#)
- [*Hiring Smart* by Pierre Mornell](#)
- [*It's Not About the Money* by Brent Kessell](#)
- [*Judgement* by Noel Tichy and Warren Bennis](#)
- [*Law 101* by Jay Feinman](#)
- [*The Lazy Person's Guide to Investing* by AUTHOR](#)
- [*The Little Book of Business Wisdom* by Peter Krass](#)
- [*The Little Red Book of Selling* by Jeffrey Gitomer](#)
- [*The Marketing Playbook* by John Zagula](#)
- [*Mastery* by George Leonard](#)
- [*Money and Power* by Paul B. Farrell](#)
- [*Now, Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton](#)
- [*On Competition* by Michael Porter](#)
- [*Personal Development for Smart People* by Steve Pavlina](#)
- [*The Personality Code* by Travis Bradberry](#)
- [*Poor Charlie's Almanack* by Peter Kaufman](#)
- [*A Primer on Business Ethics* by Tibor Machan and James Chesher](#)
- [*Principles of Statistics* by M.G. Bulmer](#)
- [*Product Design and Development* by Karl Ulrich and Steven Eppinger](#)
- [*Profitable Growth is Everyone's Business* by Ram Charan](#)
- [*Re-Imagine* by Tom Peters](#)

- [*The Sales Bible* by Jeffrey Gitomer](#)
- [*Seven Habits of Highly Effective People* by Stephen Covey](#)
- [*The Streetwise Small Business Book of Lists* by Gene Marks](#)
- [*The Substance of Style* by Virginia Postrel](#)
- [*The Dip* by Seth Godin](#)
- [*Web Analytics: An Hour a Day* by Avinash Kaushik](#)
- [*What the CEO Wants You to Know* by Ram Charan](#)
- [*Work Less, Live More* by Bob Clyatt](#)