

SV Angel Recommended Reading List



Book	Author	Author Background	Focus/Topic/Subject
Product Design for the Web	Randy J. Hunt	Creative Director @ Etsy	Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest—or even as small as a tiny app—you need to know more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again.
Talking To Humans	Frank Rimalovski & Giff Constable	Frank Rimalovski - Executive Director, NYU Entrepreneurial Institute @ NYU Giff Constable - CEO, Neo	Explains how to do the customer development interviews in a way that will get you the most accurate and actionable feedback.
Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers	Geoffrey A. Moore	Organizational theorist, management consultant and author	Bestselling guide that created a new game plan for marketing in high-tech industries.
The Four Steps to the Epiphany	Steve Blank	Silicon Valley serial-entrepreneur and academician who is recognized for developing the Customer Development methodology, which launched the Lean Startup movement.	Offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves some startups unsuccessful.
Founders at Work: Stories of Startups' Early Days	Jessica Livingston	Partner at YCombinator	Collection of interviews with founders of famous technology companies about what happened in the very earliest days.
Thinking, Fast and Slow	Daniel Kahneman	Israeli-American psychologist. He shared the 2002 Nobel Memorial Prize in Economic Sciences with Vernon L. Smith. Kahneman is notable for his work on the psychology of judgment and decision-making, behavioral economics and hedonic psychology.	Summarizes research that he conducted over decades, often in collaboration with Amos Tversky. It covers all three phases of his career: his early days working on cognitive bias, his work on prospect theory, and his later work on happiness.
The Score Takes Care of Itself: My Philosophy of Leadership	Bill Walsh with Steve Jamison & Craig Walsh	Ex-49er's head coach	Words of wisdom from Bill Walsh to inspire, inform, and enlighten leaders in all professions.
Gates of Fire: An Epic Novel of the Battle of Thermopylae	Steven Pressfield	American author, of historical fiction and non-fiction, and screenplays	The story of the battle of 300 Spartan soldiers against the Persian army.
High Output Management	Andrew S. Grove	Former COO, Chairman and CEO, currently senior advisor at Intel Corporation	User-friendly guide to the art and science of management.
The Idea Factory: Bell Labs and the Great Age of American Innovation	Jon Gertner	Editor at Fast Company Magazine	The definitive history of America's greatest incubator of technological innovation.
Onward	Howard Schultz	Chairman & CEO @ Starbucks	Schultz's story of his return to Starbucks, and the success of the company in a tumultuous economic time in history
The Art Spirit	Robert Henri	American painter and teacher.	Notes, articles, fragments of letters and talks to students, bearing on the concept and technique of picture making, the study of art generally, and on appreciation

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Introducing Talking to Humans	Frank Rimalovski	Executive Director, NYU Entrepreneurial Institute @ NYU	Intro for the book, Talking to Humans
How to Raise Money	Paul Graham	Co-Founder & Partner @ YCombinator	Advice on raising money for young startups
StartUp School	YCombinator	Fund early aged startups	Startup School is a free to attend, one day conference where you'll hear stories and practical advice from founders and investors.
Sequoia - Writing a Business Plan	Sequoia Capital	VC Firm, Investment Focus: Seed stage, early stage and growth stage emerging technology companies across the US, China, India and Israel.	Information on successful business plan structure

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TechCrunch	Multiple		Latest technology news and information
PandoDaily	Sarah Lacy	Award winning journalist and author	To be the site-of-record for that startup root-system and everything that springs up from it, cycle-after-cycle.
VentureBeat	Multiple		Leading source for news & perspective on tech innovation
Hacker News	YCombinator	Fund early aged startups	Newsfeed of current trending articles in tech
Ben Horowitz Blog	Ben Horowitz	Co-Founder & Partner of Andreessen Horowitz	Reflect on the career experiences & lessons learned—as computer science student, software engineer, cofounder, CEO, fund raiser, company acquirer and seller.
Fred Wilson's Blog	Fred Wilson	Managing Partner at Union Square Ventures	Daily thoughts and conversation
HeavyBit Library	Multiple	Program for funded companies building developer-facing products and services	Videos and talks