

LISTA DE LIVROS PARA ESTUDOS EXCLUSIVO PARA ALUNOS DO TRANSFORMANDO PALAVRAS EM DINHEIRO.

Negócios e liderança:

- Good to great, Jim Collins.
- The 21 irrefutable laws of leadership, John C. Maxwell.
- The innovator's dilemma, Clayton M. Christensen.
- How to win friends and influence people, Dale Carnegie.
- Blue ocean Strategy, W. Chan Kim.
- Built to last, Jim Collins.

Marketing e Marketing digital.

- Confessions of an advertising man, David Ogilvy.
- Ogilvy on advertising, David Ogilvy.
- Blood, Brain's and Beer, David Ogilvy.
- This is Marketing, Seth Godin.
- Purple Cow, Seth Godin.
- The dip, Seth Godin.
- Permission Marketing, Seth Godin.
- All marketers are liars, Seth Godin.
- Tribes, Seth Godin.
- Acredite, estou mentindo, Ryan Holiday.
- Lean Startup, Eric Ries.
- Manual do Empreendedor, Steve Blank.
- Zero to One, Peter Thiel.
- Vai fundo, Gary Vaynerchuck.
- Nocaute, Gary Vaynerchuck.
- Sell or be sold, Grant Cardone.