RECOMMENDED READING

Here is a list of good marketing, business, strategy, and biographical books worth reading that can help you grow and succeed in your business endeavors.

LEADERSHIP

- What Got You Here Won’t Get You There by Marshall Goldsmith
- The 48 Laws of Power by Robert Greene
- Blue Ocean Strategy by W. Chan Kim & Renee Mauborgne
- The 7 Habits of Highly Effective People by Stephen R. Covey
- The One Thing by Gary Keller
- Find Your Why by Simon Sinek
- Blue Ocean Shift by W. Chan Kim & Renee Mauborgne
- Good to Great by Jim Collins
- Zero to One by Peter Thiel
- Start with Why by Simon Sinek

ENTREPRENEURSHIP

- Choose Yourself by James Altucher
- The Power of Why by C. Richard Weylman
- The Lean Startup by Eric Ries
- The Power of Habit by Charles Duhigg
- The 4-Hour Workweek by Tim Ferriss
● The Checklist Manifesto by Atul Gawande
● David and Goliath by Malcolm Gladwell
● So Good They Can’t Ignore You by Cal Newport
● The Obstacle is the Way by Ryan Holiday
● Big Magic by Elizabeh Gilbert
● Real Artists Don’t Starve by Jeff Goins
● Stand Out by Dorie Clark
● Never Split the Difference by Chris Voss
● Creativity, Inc. by Ed Catmull
● Deep Work by Cal Newport
● The War of Art by Steven Pressfield

MARKETING

● The Power of Persuasion by Robert Levine
● Trust Me, I’m Lying by Ryan Holiday
● Drunk Tank Pink by Adam Alter
● Jab, Jab, Jab, Right Hook by Gary Vaynerchuk
● Thinking, Fast and Slow by Daniel Kahneman
● Influence by Robert B. Cialdini
● Growth Hacker Marketing by Ryan Holiday
● Unlabel by Marc Eckō
● To Sell is Human by Daniel H. Pink
● The Perennial Seller by Ryan Holiday
● Superfans by Pat Flynn
BIOGRAPHIES

- Losing My Virginity by Richard Branson
- Titan: The Life of John D. Rockefeller by Ron Chernow
- Steve Jobs by Walter Isaacson
- Elon Musk by Ashlee Vance
- Shoe Dog by Phil Knight

WRITING/COPYWRITING

- On Writing by Stephen King
- How to Be a Travel Writer by Don George
- Follow the Story by James B. Stewart
- Story by Robert McKee
- Save the Cat by Blake Snyder
- The Writer's Journey by Christopher Vogler
- Advertising Secrets of the Written Word by Joseph Sugarman

Disclosure: Please note that some of the links above are affiliate links. At no additional cost to you, I earn a commission if you make a purchase. If you have any questions about the companies or my status as an affiliate, please don't hesitate to e-mail me.