

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 Elizabeth 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

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