



## **BUSINESS BOOKS**

1. *Predictably Irrational: The Hidden Forces That Shape Our Decisions* by Dr. Dan Ariely
2. *On Becoming a Leader* by Warren G. Bennis
3. *Enough. True Measures of Money, Business, and Life* by John C. Bogle.
4. *Social Style / Management Style: Developing Productive Work Relationships* by Robert Bolton and Dorothy Grover Bolton
5. *Execution: The Discipline of Getting Things Done* by Larry Bossidy and Ram Charan
6. *The Road to Character* by David Brooks
7. *Business Adventures: Twelve Classic Tales from the World of Wall Street* by John Brooks
8. *Small Giants: Companies That Choose to Be Great Instead of Big* by Bo Burlingham
9. *How to Win Friends & Influence People* by Dale Carnegie
10. *The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business* by Clayton M. Christensen
11. *How to Win an Election: An Ancient Guide for Modern Politicians* by Quintus Tullius Cicero
12. *Good to Great: Why Some Companies Make the Leap and Others Don't* by Jim Collins

13. *The Millionaire Next Door* by William D. Danko
14. *The Challenger Sale: Taking Control of the Customer Conversation* by Matthew Dixon
15. *The Effective Executive: The Definitive Guide to Getting the Right Things Done* by Peter F. Drucker
16. *Free to Choose: A Personal Statement* by Milton Friedman and Rose Friedman
17. *Forbes Book of Quotations: 10,000 Thoughts on Business of Life* by Ted Goodman
18. *Out of the Maze: An A-Mazing Way to Get Unstuck* by Dr. Spencer Johnson
19. *Who Moved My Cheese? An Amazing Way to Deal With Change in Your Work and in Your Life* by Dr. Spencer Johnson
20. *Thinking, Fast and Slow* by Daniel Kahneman (another by Daniel Kahneman, Olivier Sibony, and Cass R. Sunstein: *Noise: A Flaw in Human Judgment*)
21. *Shoe Dog* by Phil Knight
22. *Posterity: Letters of Great Americans to Their Children* by Dorie McCullough Lawson
23. *Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business* by Jay Conrad Levinson
24. *Liar's Poker* by Michael Lewis
25. *Tap Dancing to Work: Warren Buffett on Practically Everything, 1966-2013* by Carol J. Loomis
26. *Swim with the Sharks Without Being Eaten Alive: Outsell, Outmanage, Outmotivate, and Outnegotiate Your Competition* by Harvey B. Mackay
27. *What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive* by Mark H. McCormack
28. *Just Enough: Tools for Creating Success in Your Work and Life* by Laura Nash
29. *1501 Ways to Reward Employees* by Bob B. Nelson, Ph.D.

30. *Ogilvy on Advertising* by David Ogilvy
31. *New Rules of the Game: 10 Strategies for Women in the Workplace* by Susan Packard
32. *The Unwritten Laws of Life: Unofficial Rules Handed Down by Murphy and Other Sages* by Hugh Rawson
33. *How to Lead: Wisdom from the World's Greatest CEOs, Founders, and Game Changers* by David M. Rubenstein
34. *Customers for Life: How to Turn That One-Time Buyer Into a Lifetime Customer* by Carl Sewell and Paul B. Brown
35. *177 Mental Toughness Secrets of the World Class: The Thought Processes, Habits and Philosophies of the Great Ones* by Steve Siebold
36. *Topgrading: The Proven Hiring and Promoting Method That Turbocharges Company Performance* by Bradford D. Smart, Ph.D.
37. *The First Tycoon: The Epic Life of Cornelius Vanderbilt* by T.J. Stiles
38. *The Elements of Style* by William Strunk Jr.
39. *The Black Swan: The Impact of the Highly Improbable* by Nassim Nicholas Taleb
40. *The \$12 Million Stuffed Shark: The Curious Economics of Contemporary Art* by Don Thompson
41. *Judgment: How Winning Leaders Make Great Calls* by Noel M. Tichy and Warren G. Bennis
42. *Father, Son & Co.: My Life at IBM and Beyond* by Thomas J. Watson
43. *Straight from the Gut* by Jack Welch
44. *On Writing Well: The Classic Guide to Writing Nonfiction* by William Zinsser