



Portfolio Company and Entrepreneurs' Reading List

to suggest more books, email inbox@clear.ventures

BIOGRAPHY/HISTORY/PHILOSOPHY

1. [The Fountainhead](#) (Rand)

A revolutionary piece sowing the seeds of Objectivism, Ayn Rand's groundbreaking philosophy, the modern classic presents one of the most challenging ideas in fiction- that the man's ego is the fountainhead of human progress.

2. [The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics](#) (Brown)

An irresistible story about beating the odds and finding hope in desperate times, nine working-class boys from the American West showed the world at the 1936 Olympics in Berlin what true grit means. A team comprised of the sons of loggers, shipyard workers, and farmers, the University of Washington's eight-oar crew team was never expected to defeat the East Coast or Great Britain teams, but they did. Not only did they achieve the improbable but also the impossible by defeating the German team rowing for Hitler. Drawing on the boys' journals and the once-in-a-lifetime shared dream, Brown has created an unforgivable portrait of an era.

3. [The Creators: A History of Heroes of the Imagination](#) (Boorstin)

"By piecing the lives of selected individuals into a grand mosaic, Pulitzer Prize-winning historian Daniel J. Boorstin explores the development of artistic innovation over 3,000 years. A hugely ambitious chronicle of the arts that Boorstin delivers with the scope that made his Discoverers a national bestseller. Even as he tells the stories of such individual creators as Homer, Joyce, Giotto, Picasso, Handel, Wagner, and Virginia Woolf, Boorstin assembles them into a grand mosaic of aesthetic and intellectual invention. In the process he tells us not only how great art (and great architecture and philosophy) is created, but where it comes from and how it has shaped and mirrored societies from Vedic India to the twentieth-century United States" (Amazon).

4. [Musashi: An Epic Novel of the Samurai Era](#) (Yoshikawa)

Miyamoto Musashi was the child of era when Japan was emerging from decades of civil strife. Lured to the great Battle of Sekigahara in the hopes of becoming a samurai without really knowing what it meant, he regains consciousness after the battle and finds himself defeated, dazed, and wounded among the thousands dead and dying. By committing a rash act on his way home, becoming a fugitive, and bringing life in his own village to a standstill until he is captured by a weaponless Zen monk. After sometime, he rejects the position of the samurai upon reading the classics of Japan and China. It eventually dawns on his that the Way of the Sword is not finding a target for brute strength, he becomes a reluctant hero to a host of people whose lives he has touched and been touched by.

5. [Shoe Dog: A Memoir by the Creator of Nike](#) (Phil Knight)

Fresh out of business school, Phil Knight borrowed fifty dollars from his father and launched a company with one simple mission to import high-quality, low-cost running shoes from Japan. By selling shoes from the back of his car, he sold eight thousand dollars that first year. Today, Nike's annual sales top \$30 billion- as a symbol of grace and greatness, it's one of the few icons instantly recognized in every corner of the world. Now, in a memoir

that's surprising, humble, unfiltered, funny, and beautifully crafted, he tells his story at last. Rather than work for a big corporation, he created something all his own, something new, dynamic, different. Knight details the many terrifying risks he encountered along the way, the crushing setbacks, the ruthless competitors, the countless doubters and haters and hostile bankers—as well as his many thrilling triumphs and narrow escapes.

6. [An Empire of Wealth: The Epic History of Economic Power](#) (John Steele Gordon)

"Throughout time, from ancient Rome to modern Britain, the great empires built and maintained their domination through force of arms and political power. But not the United States. America has dominated the world in a new, peaceful, and pervasive way -- through the continued creation of staggering wealth. In this authoritative, engrossing history, John Steele Gordon captures as never before the true source of our nation's global influence: wealth and the capacity to create more of it" (Amazon).

GENERAL BUSINESS

1. [The Industries of the Future](#) (Alec Ross)

"In *The Industries of the Future*, Ross provides a "lucid and informed guide" (Financial Times) to the changes coming in the next ten years. He examines the fields that will most shape our economic future, including robotics and artificial intelligence, cybercrime and cybersecurity, the commercialization of genomics, the next step for big data, and the impact of digital technology on money and markets. In each of these realms, Ross addresses the toughest questions: How will we have to adapt to the changing nature of work? Is the prospect of cyberwar sparking the next arms race? How can the world's rising nations hope to match Silicon Valley with their own innovation hotspots? And what can today's parents do to prepare their children for tomorrow?" (Amazon).

2. [Outliers: The Story of Success](#) (Malcolm Gladwell)

In this stunning new book, Malcolm Gladwell takes us on an intellectual journey through the world of "outliers"--the best and the brightest, the most famous and the most successful. He asks the question: what makes high-achievers different? His answer is that we pay too much attention to what successful people are like, and too little attention to where they are from: that is, their culture, their family, their generation, and the idiosyncratic experiences of their upbringing. This holds the key to success; these outliers that make up the best and brightest of our global industries.

3. [Option B: Facing Adversity, Building Resilience, and Finding Joy](#) (Sheryl Sandberg, Adam Grant)

"Option B combines Sheryl's personal insights with Adam's eye-opening research on finding strength in the face of adversity. Beginning with the gut-wrenching moment when she finds her husband, Dave Goldberg, collapsed on a gym floor, Sheryl opens up her heart—and her journal—to describe the acute grief and isolation she felt in the wake of his death. But Option B goes beyond Sheryl's loss to explore how a broad range of people have overcome hardships including illness, job loss, sexual assault, natural disasters, and the violence of war. Their stories reveal the capacity of the human spirit to persevere . . . and to rediscover joy" (Amazon).

4. [Blink: The Power of Thinking Without Thinking](#) (Malcolm Gladwell)

"Blink is a book about how we think without thinking, about choices that seem to be made in an instant—in the blink of an eye—that actually aren't as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work—in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others? Blink reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"—filtering the very few factors that matter from an overwhelming number of variables" (Amazon).

COMPANY BUILDING

1. [Good to Great](#) (Jim Collins)

The *Built to Last* management style of the nineties showed how great companies triumph over time and how to engineer long-term sustained performance into an enterprise at its inception. Conversely, many companies lack this mold. *Good to Great* provides solutions to existing “good” or “mediocre” companies to become great. Using tough benchmarks, author Jim Collins identifies a set of elite companies making the leap to great results and sustaining them for at least fifteen years. Collins defines these good-to-great company turnaround results to generate a cumulative stock return that beats the general stock market by an average of seven times in fifteen years (better than twice the results delivered by a total index of companies including Coca-Cola and General Electric). Analyzing histories of 28 companies in the study by data analysis and interviews, Collins presents his findings in *Good to Great*, including *Level 5 Leaders*, *The Hedgehog Concept*, *A Culture of Discipline*, and *The Flywheel and Doom Loop*.

2. [Great by Choice](#) (Jim Collins)

Following *Good to Great* tracing how companies can achieve greatness based on specific findings and criteria in 28 companies, author Jim Collins’ *Great by Choice* focuses on asking why some companies thrive in uncertainty and chaos and others cannot. *Great by Choice* lays out the principles for building a great enterprise in unpredictable, tumultuous, and fast-moving times.

3. [How the Mighty Fall: And Why Some Companies Never Give In](#) (Jim Collins)

Decline is a characteristic common in many companies- but it can be detected early and avoided. Author Jim Collins questions how decline affects companies and how far a company can fall before its demise is inevitable and unshakeable. Moreover, Collins questions if it is possible for companies to reverse course. *How the Mighty Fall* allows for leaders to understand how to combat decline and presents a five step-wise stages of decline. These include 1. Hubris Born of Success, 2. Undisciplined Pursuit of More, 3. Denial of Risk and Peril, 4. Grasping for Salvation, 5. Capitulation to Irrelevance or Death. Collins’ extensive research shows that while all companies are susceptible to decline, some companies are able to come back even after entering Stage 4. Highlighting that decline is a largely self-inflicted path, *How the Mighty Fall* provides hope to companies in decline and sets up a framework from which they can rise again.

4. [The Hard Thing about Hard Things: Building a Business When There are No Easy Answers](#) (Ben Horowitz)

Businesses makeup the backbone of the American economy. While many people talk about how great it is to start a business, few are honest about the difficulty behind running one. Ben Horowitz, cofounder of venture capital firm Andreessen Horowitz and one of Silicon Valley’s most respected and formidable entrepreneurs discusses practical wisdom for tough business problems in *The Hard Thing about Hard Things: Building a Business When There are No Easy Answers*. Taken from his own insights in developing, managing, selling, buying, investing, and supervising technology companies, Horowitz tells is straight and amplifies his business lessons with lyrics from his favorite rap songs and humor for the reader to remember and take with them.

5. [The Five Dysfunctions of a Team](#) (Patrick Lencioni)

With the ultimate leadership crisis, Kathryn Petersen faces the seemingly impossible task of uniting a team in such chaos in threatens to bring the company down. Questions like “will she succeed?”, “will she be fired”, or “will the company fail?” looming over her head, author Patrick Lencioni carries out the narrative in *The Five Dysfunctions of a Team*. Lencioni reminds the reader that leadership requires courage alongside insight, and reveals the five dysfunctions of why teams struggle. *The Five Dysfunctions of a Team* outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team. These five dysfunctions include 1) Absence of trust, 2) Fear of conflict, 3) Lack of Commitment, 4) Avoidance of

accountability, and 5) inattention to results.

6. [Talent is Overrated: What Really Separates World-Class Performers from Everybody Else](#) (Geoff Colvin)

When we think of great people in their fields, we think that their drive is from their talent. Author Geoff Colvin shows that what makes world-class performers is not specific, innate talent nor plain old hard work. It's a specific type of work anyone can do, underlined in *Talent is Overrated*. These principles of great performance apply to virtually any activity that matters to the individual, reinforcing that better, even world class performance is within reach.

7. [Built to Last](#) (Jim Collins, Jerry Porras)

Following a six-year research project at the Stanford University Graduate School of Business, Jim Collins and Jerry Porras took eighteen exceptional and long-lasting companies and studied each in direct comparison to one of its top competitors. Examining the companies from start-ups to midsize companies, and large corporations, Collins and Porras ask "What makes truly exceptional companies different from comparison companies and what were the common practices these enduringly great companies followed throughout their history?" *Built to Last* provides a master blueprint for building organizations that will prosper long into the 21st century and beyond.

8. [Founders at Work: Stories of Startups' Early Days](#) (Jessica Livingston)

Founders at Work reveals collections of interviews with founders of famous technology companies about what happened in the very earliest days. Asking where they got the ideas making them rich, how they convinced investors to invest in their product, what went wrong and how they recovered, Jessica Livingston provides interviews required for people who want to understand business and the secrets involved to running a startup.

9. [Peopleware](#) (DeMarco & Lister)

Peopleware presents a profound influence on software management. The unique insight it provides is that the major issues of software development are human, not technical. While they are not easy issues, solving them maximizes one's chances of success. From professors of computer science to co-founders lauding it, *Peopleware* provides the tools needed to build and manage software teams.

10. [High Output Management](#) (Grove)

When looking at the essential skills required to create and maintain a new business, an entrepreneur's job can be summed up with one word- managing. From Andrew Grove, the former chairman, CEO, and employee number three of Intel shares his perspective on how to build and run a company. Grove covers techniques for creating highly productive teams, demonstrating methods of motivation leading to peak performance.

11. [Startup CEO](#) (Blumberg)

Author Matt Blumberg, a technology and marketing entrepreneur, knows that startup CEOs have it tough when trying to build a high-growth company. Generally young and relatively inexperienced in business, *Startup CEO* projects Blumberg's experience as a CEO of Return Path and covers a number of issues he faced while in the capacity. Full of digestible, pragmatic, and accessible advice, with perspectives contributed from other experienced entrepreneurs, *Startup CEO* is the perfect field guide for first time founder CEOs.

12. [How to Start a Startup](#) (Sam Altman)

A series of video lectures from Stanford University, *How to Start a Startup* features key innovators of technology and startups and includes a comprehensive lesson plan.

- [9/23/14, Lecture 1](#), Sam Altman and Dustin Moskovitz - Ideas and Products; Why to Start a Startup
 - #1: [Advice for Ambitious 19 year olds](#) by Sam Altman
 - #2: [Good and Bad Reasons to Become an Entrepreneur](#) by Dustin Moskovitz
- [9/25/14, Lecture 2](#), Sam Altman - Teams and Execution
 - #3: [Stupid Apps and Changing the World](#) by Sam Altman

- #4: [Do things that Don't Scale](#) by Paul Graham
- [9/30/14, Lecture 3](#), Paul Graham - Before the Startup
 - #5: [How to Get Startup Ideas](#) by Paul Graham
 - #6: [\[video\] Excerpt from Steve Jobs's 1995 interview with Computerworld's Oral History Project](#) - watch from 1:10:53 onwards
- [10/2/14, Lecture 4](#), Adora Cheung - Building Product, Talking to Users, and Growing
 - #7: [From Failure to \\$37M in Funding with Adora Chueng](#)
 - #8: [Why Startups Need to Focus on Sales, Not Marketing](#) by Jessica Livingston
- [10/7/14, Lecture 5](#), Peter Thiel - Business Strategy and Monopoly Theory
 - #9: [Chapter 3-5 of Zero to One](#) by Peter Thiel
- [10/9/14, Lecture 6](#), Alex Schultz - Growth
 - #10: [\[video\] How we put Facebook on the path to 1 billion users](#) - Chamath Palihapitiya; [\(user-provided transcript\)](#)
 - #11: [Does Slow Growth Equal Slow Death?](#) by Joel Spolsky
 - #12: [A Recipe for Growth - Adding Layers to the Cake](#) by Jeff Jordan
 - #13: [Mark Zuckerberg on Facebook's Early Days](#) by Mike Isaac
 - #14: [The Secret Behind Pinterest's Growth Was Marketing, Not Engineering](#) by Liz Gannes
 - #15: [\[video\] Growth Accounting & Triangle Heatmap Explanation](#) by Danny Ferante
 - #16: [Startup = Growth](#) by Paul Graham
 - #17: [Chasing Facebook's Next Billion Users](#) by Douglas MacMillan
 - #18: [\[video\] Ready to Grow Breakout Session](#) at f8
- [10/14/14, Lecture 7](#), Kevin Hale - How to Build Products Users Love
 - #19: [Your App Makes Me Fat](#) by Kathy Sierra
 - #20: [What Makes a Design Intuitive](#) by Jared Spool
 - #21: [\[video\] Creative mornings with Ben Chestnut; \(user-provided transcript\)](#)
 - #22: [What Makes Marriages Work](#) by John Gottman, Nan Silver
 - **Bonus Material**
 - BJ Fogg's [Behavior Model](#)
 - [Customer Intimacy and Other Value Disciplines](#), Harvard Business Review
 - [The Sanctity of Marriage](#), This American Life
 - [Creating Passionate Users](#)
- [10/16/14, Lecture 8](#), Walker Williams, Justin Kan, Stanley Tang - Doing Things that Don't Scale, PR, How to Get Started
 - #23: [The Press is a Tool](#) by Alexia Tsotsis
- [10/21/14, Lecture 9](#), Marc Andreessen, Ron Conway, Parker Conrad - How to Raise Money
 - #24: [Why Software is Eating the World](#) by Marc Andreessen
 - #25: [How to Convince Investors](#) by Paul Graham
 - #26: [How to Raise Money](#) by Paul Graham
 - #27: [LinkedIn's Series B Pitch to Greylock](#) by Reid Hoffman
 - [Ron Conway's Recommended Reading List](#)
- [10/23/14, Lecture 10](#), Alfred Lin and Brian Chesky - Hiring and Culture, Part I
 - #28: [The Happiness Culture: Zappos isn't a Company -- it's a Mission](#), Fast Company
 - #29: [Don't Fuck Up the Culture](#) by Brian Chesky
- [10/28/14, Lecture 11](#), Patrick Collison, John Collison, Ben Silbermann - Hiring and Culture, Part II
 - #30: [What's It Like to Work for Stripe](#) by Alex Maccaw
 - #31: [How to Hire](#) by Sam Altman
- [10/30/14, Lecture 12](#), Aaron Levie - Building for the Enterprise
 - #32: [The Continuous Productivity of Aaron Levie](#), MIT Technology Review
 - #33: [Robert Cialdini's six principles of influence](#)
 - #34: [Marc Andreessen on the Future of Enterprise](#) by Alexia Tsotsis
- [11/4/14, Lecture 13](#), Reid Hoffman - How to Be a Great Founder
 - #35: [The Information Age to the Networked Age: Are you Network Literate?](#) by Reid Hoffman
 - #36: [The Alliance: A Visual Summary](#) by Reid Hoffman
 - #37: [What I Wish I Knew Before Pitching LinkedIn to VCs](#) by Reid Hoffman
 - #38: [If, Why, and How Founders Should Hire a "Professional" CEO](#) by Reid Hoffman

- #39: [The 18 Mistakes That Kill Startups](#) by Paul Graham
- [11/6/14, Lecture 14](#), Keith Rabois - How to Operate
 - #40: Bill Walsh, *The Score Takes Care of Itself*, pp. 2-31, 137-146, 202-203
 - #41: Andy Grove, *High Output Management*, Chapters 3 (optional), 4, 9, 11, 13, 14
- [11/11/14, Lecture 15](#), Ben Horowitz - How to Manage
 - #42: [Making Yourself a CEO](#) by Ben Horowitz
 - #43: [A Good Place to Work](#) by Ben Horowitz
 - #44: [How to Minimize Politics in Your Company](#) by Ben Horowitz
- [11/18/14, Lecture 17](#), Hosain Rahman - How to Design Hardware Products
 - #45: [\[video\] Hosain Rahman at Startup School 2014](#)
- [11/20/14, Lecture 18](#),Carolynn Levy, Kirsty Nathoo - Legal and Accounting Basics for Startups
 - #46: [How to Work with Lawyers at a Startup](#) by Mark Suster
 - #47: [Startup Company Lawyer](#) by Yokum Taku
- [12/2/14, Lecture 19](#), Tyler Bosmeny, Michael Seibel, Dalton Caldwell, Qasar Younis - Sales and Marketing, How to Pitch, Investor Meeting Roleplaying
 - #48: [SaaS – From the trenches sales advice](#) by Jason Lemkin, founder of EchoSign
 - #49: [How I Raised Myself From Failure to Success In Selling](#) by Frank Bettger (1949)
 - #50: [Five ways to build a \\$100 million business](#) by Cristoph Janz
 - #51: [Pitching Hacks! How to pitch startups to investors](#) by [Venture Hacks](#)

13. [The Lean Startup](#) (Eric Ries)

Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common is a mission to penetrate that fog of uncertainty to discover a successful path to a sustainable business. The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on “validated learning,” rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute.

14. [The Mind Of The Strategist: The Art of Japanese Business](#) (Kenichi Ohmae)

“A guide to the strategic planning techniques used by Japanese business executives explains how to identify the customer's needs, evaluate the strengths of the company, and overcome competition” (Amazon).

COMPANY CULTURE

1. [The Score Takes Care of Itself](#) (Walsh)

Bill Walsh’s transformational leadership made the 49ers go from the worst franchise in sports to a legendary dynasty. In the process, he changed the way that football is played. Proving that the requirements of successful leadership are the same whether you run a NFL franchise, a fortune 500 company, or a hardware store with 12 employees, Walsh and Jamison will inspire, inform, and enlighten leaders in all professions.

2. [Drive: The Surprising Truth About What Motivates Us](#) (Daniel H. Pink)

While many people follow the carrot-and-stick approach, Daniel Pink warns that it’s a mistake in motivating others. *Drive* asserts that the secret to high performance and satisfaction at work, school, and home is the deeply human need to direct our own lives, learn, and create new things, and to do better by ourselves and our world. Basing his claim on scientific research on human motivation, Pink exposes mismatches between science and business and how it affects every aspect of life. He examines the three elements of true motivation- autonomy, mastery, and purpose- and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and live.

3. [The Culture Code](#) (Daniel Coyle)

Culture is not something you are- it is something you do. By putting the power in one's own hands, *The Culture Code* shows that culture-building is comprised of three key skills that generate cohesion and cooperation, and explain how diverse groups learn to function with a single mind. By drawing on examples that range from Internet retailer Zappos to the comedy troupe Upright Citizens Brigade, Coyle offers specific strategies triggering learning, sparking collaboration, building trust, and driving positive change. *The Culture Code* offers a roadmap for creating an environment where innovation flourishes, problems get solved, and expectations are exceeded.

4. [Gospel of Wealth](#) (Andrew Carnegie)

Following his enormous success from the steel industry in the late 19th century, Andrew Carnegie decided to break the traditional bequest rules and use his surplus wealth towards benefiting the whole of society. By creating museums, libraries, universities, and research centers, Carnegie makes a case for philanthropy and closing the wealth inequality gap.

5. [How Google Works](#) (Eric Schmidt and Jonathan Rosenberg)

Former Google CEO and current Executive Chairman Eric Schmidt and former SVP of Products Jonathan Rosenberg came to Google as proven technology executives. At the time, the company was known for doing things differently, reflecting the visionary and contrarian principles of Larry Page and Sergey Brin. Today, Google stands as a global icon regularly pushing the boundaries of innovation in a variety of fields. Schmidt and Rosenberg explain how technology has shifted the balance of power from companies to consumers, and that the only way to succeed in this ever-changing landscape is to create superior products and attract "smart creatives". *How Google Works* is the best guide to succeed by attracting smart-creative people and giving them an environment where they can thrive at scale.

DECISION MAKING

1. [Thinking, Fast and Slow](#) (Daniel Kahneman)

Renowned psychologist and Noble Prize winner in Economics Daniel Kahneman dives into the mind and details two systems that drive the way we think. System 1 is fast, intuitive and emotional while System 2 is slower, more deliberative, and more logical. Understanding how these two systems shape our judgments and decisions allow for us to be able to explain the impact of overconfidence on corporate strategies, difficulties of predicting what makes us happy in the future, and the profound effect cognitive biases have on the various activities and thoughts influencing our plans and actions. Kahneman provides a lively conversation about how we think, revealing to the reader where we can and cannot trust intuition and how we can tap into the benefits of slow thinking.

2. [Predictably Irrational, Revised and Expanded Edition: The Hidden Forces that Shape Our Decisions](#) (Dan Ariely)

When it comes to making decisions, people believe that the ones they take are smart and rational. These include saving coupons for twenty cents off soup cans, but conversely splurging and eating out. Dr. Dan Ariely unravels this, at first questioning the seemingly irrational behaviors we take on, then revealing that these misguided behaviors are systematic and predictable. This make people predictably irrational.

3. [Decisive: How to Make Better Choices in Life and Work](#) (Chip and Dan Heath)

Our decisions are driven by an array of biases and irrationalities. By being overconfident, seeking information that supports us and downplaying information that doesn't, and getting distracted by short-term emotions, our brains seem flawed. Asking the question *How can we do better?*, Chip and Dan Heath introduce a four step process designed to counteract these biases. By asking critical questions like "How can we stop the cycle of agonizing over our decision? How can we make group decisions without destructive politics? And how can we ensure that we don't overlook precious opportunities to change our course?", *Decisive* shows that the right

decisions made at the right moments can make all the difference.

4. [Only the Paranoid Survive](#) (Grove)

Based on his personal experience, Andrew Grove of Intel reveals his strategy for measuring the nightmare moment where massive change occurs and a company must adapt or fail. Coining the moment a strategic inflection point set off by mega-competition, change in regulations, or modest changes in technology, ordinary business rules fly out the window. However, if managed right, a Strategic Inflection Point can be an opportunity to win in the marketplace and emerge stronger than ever. Grove underscores his message by examining his own record of success and failure, including the Pentium flaw threatening Intel's reputation in 1994.

5. [The Effective Executive](#) (Drucker)

An executive's measure is the ability to get the right things done. This involves doing what people have overlooked and avoiding unproductive tasks. The five practices that Drucker identifies essential to business effectiveness that can and must be learned include management of time, choosing what to contribute to the practical organization, knowing where and how to mobilize strength for best effect, setting up the right priorities, and knitting all of them together with effective decision making. Ranging through business and government, Peter Drucker demonstrates the distinctive skill of the executive and offers revised insights into seemingly obvious business situations.

6. [Poor Charlie's Almanack](#) (Munger)

Charlie Munger is a long serving vice-chairman of Berkshire Hathaway. Brining together his investing thoughts, Munger propounds the 'Multiple Mental Models' approach to decision making, containing an iconoclastic checklist. Written in an unconventional style with ideas touched upon lightly with pictures given alongside to make the mind 'reach out to the idea', Munger hopes to make the idea vivid, thereby increasing its retentiveness in memory.

7. [Blue Ocean Strategy](#) (Kim & Mauborgne)

Embraced by organizations and industries worldwide, authors W. Chan Kim and Renée Mauborgne challenge everything you thought you knew about the requirements for strategic success. Recognized as one of the most iconic and impactful strategy books ever written, Blue Ocean Strategy argues cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Drawing from a study of 150 strategic moves, the authors show that creating 'blue oceans', or untapped new market spaces for growth, competition becomes irrelevant.

8. [First, Break Down All the Rules](#) (Buckingham)

Presenting its revolutionary study of more than 80,000 managers, *First, Break all the Rules* reveals what the world's greatest managers do differently. By asking the question, "What separates the greatest managers from all the rest?", Buckingham proves that while these individuals have different styles and backgrounds, they don't hesitate to break every rule held by conventional wisdom. Gallup conclude that the front-line manager is the key to attracting and retaining talented employees. By explaining how the best managers select employees for talent rather than skills or experience, set expectations, build on his or her strengths, they are able to get the best performance out of their team. Moreover, by producing the 12 simple statements distinguishing the strongest departments of a company from all the rest, *First, Break Down All the Rules* provides the essential measuring stick to prove the link between employee opinions and productivity, profit, customer satisfaction and the rate of turnover.

9. [The Founder's Dilemma](#) (Noam Wasserman)

Entrepreneurs fail to stress the importance of decision making when embarking on a new business venture. Questions of whether they should go it alone, bring in cofounders, hires, and investors to help build the business have more than just financial rewards at stake. While stressing that bad decisions at the inception of a promising venture lay the foundations for its eventual ruin, *The Founder's Dilemmas* is the first book to examine the early decisions by entrepreneurs that can make or break a startup and its team. Wasserman looks at whether it is a

good idea to cofound with friends or relatives, how and when to split equity with the founding team, and how to recognize when a successful founder-CEO should exit or be fired. By explaining how to anticipate, avoid, or recover from disastrous mistakes that can splinter a founding team, strip founders of counter, and leave founders without a financial payoff for their hard work and innovative ideas.

10. [Seven Habits of Highly Effective People](#) (Stephen Covey)

“One of the most inspiring and impactful books ever written, *The 7 Habits of Highly Effective People* has captivated readers for 25 years. It has transformed the lives of Presidents and CEOs, educators and parents— in short, millions of people of all ages and occupations” (Amazon).

11. [The Social Animal](#) (David Brooks)

New York Times columnist David Brooks has long explored and explained the way we live. In *The Social Animal*, Brooks turns to the building blocks of human flourishing in a multilayered, profoundly illuminating work grounded in everyday life. Drawing on current research, Brooks weaves the tale of one composite American couple, Harold and Erica and takes from infancy to old age. Brooks shows that the unconscious mind is a creative space where most of the brain’s work gets done. This is the realm where character is formed and where our most important life decisions are made. In revealing the deeply social aspect of our minds and exposing the bias in modern culture overemphasizing rationalism, *The Social Animal* is a moving intellectual adventure.

12. [The Book of Five Rings](#) (D.E. Tarver)

“For centuries, *The Book of Five Rings* has been a resource for gaining insight into the mind of the warrior spirit. The famous Samurai, Miyamoto Musashi, originally wrote the work in 1645. Musashi, the Sword Saint, as he is known in Japan, killed his first man in a duel when he was only thirteen. He went on to fight in over sixty duels and never once lost. In *The Book of Five Rings*, Musashi recorded his secrets to success which are applicable to martial arts and any modern situation involving confrontation. Until *The Book of Five Rings*, the many translations of his original work are written from an academic standpoint because the authors have little with the sword or martial arts. D.E. Tarver brings a lifetime of experience in sword training, martial arts and business to this version, and the result is a highly motivating and easy to understand book. If you are serious about winning in any area of your life, *The Book of Five Rings* is the definitive guide to victory” (Amazon).

13. [Coach Wooden's Pyramid of Success](#) (John Wooden)

“Legendary college basketball coach John Wooden and Jay Carty know that when it comes down to it, success is an equal opportunity player. Anyone can create it in his or her career, family, and beyond. Based on John Wooden's own method to victory, *Coach Wooden's Pyramid of Success* reveals that success is built block by block, where each block is a crucial principle contributing to lifelong achievement in every area of life. Each of these 32 daily readings takes an in-depth look at a single block of the pyramid, which when combined with the other blocks forms the structure of the pyramid of success. Join John Wooden and Jay Carty to discover the building blocks and key values--from confidence to faith--that have brought Coach to the pinnacle of success as a leader, a teacher, and a follower of God” (Amazon).

14. [Emotional Intelligence 2.0](#) (Travis Bradberry, Jean Greaves)

In today’s world of competitive workplaces and turbulent economic conditions, we are all searching for effective tools to help manage, adapt, and strike out ahead of the pack. Emotional intelligence plays a large role in this, as demonstrated by *Emotional Intelligence 2.0*. Delivering a step-by-step program for increasing your EQ via four, core EQ skills enabling you to achieve your fullest potential, including 1) Self-awareness, 2) Self-management, 3) Social awareness, and 4) Relationship management, it explains how to creatively deal with emotions and employ intelligence in a beneficial way.

15. [Twelve Angry Men](#) (Sidney Lurnet)

Venture capitalists often make critical decisions by committees – on Boards and in their Partnerships. This fifty year old black and white movie captures the essence of this dynamic. Even though this movie depicts a jury

where nobody has a personal agenda, while participants often have differing personal agendas in the committee's a VC works in, the human interaction is still the same.

ENGINEERING

1. [How to Write and Publish Engineering Papers and Reports](#) (Herbert Michaelson)
“The latest edition of this valuable guide features four completely new chapters on network-based writing techniques that will sell an internal proposal using desktop publishing technology Ethical issues The author shares proven methods and techniques for preparing, writing, and submitting papers for business or for publication, including how to plan and organize a paper or report, construct an introduction, prepare the body of a manuscript, and write an effective concluding section. Special chapters discuss the best approaches for writing and publishing a thesis or dissertation, dealing with publishing confidential results, methods for successfully submitting a journal manuscript, plus tips on proofreading and oral presentations” (Amazon).

TECHNOLOGY

- BLOCKCHAIN
- CLOUD COMPUTING
- COMPUTER VISION
- DATA CENTER INFRASTRUCTURE
 - [The Datacenter as a Computer](#) (Luiz Barroso, Urs Hozle)
As computation moves into the cloud, new large datacenters evolving with the technology are quite different from traditional hosting facilities of earlier times and cannot be viewed simply as a collection of co-located servers. Large portions of hardware and software resources in these facilities must work in concert to efficiently deliver good levels of Internet service performance, something that can only be achieved by a holistic approach to design and deployment. This is achieved by treating the datacenter as a massive warehouse-scale computer (WSC). By describing the architecture of WSCs, the main factors influencing their design, operation, and cost structure, and the characteristics of their software base, *The Datacenter as a Computer* hopes to be useful to architects and programmers of today's WSCs and the future core-platforms that may implement the equivalent of today's WSCs on a single board.
- INTERNET OF THINGS
- MACHINE LEARNING AND AI
 - [Scaling Up Machine Learning](#) (Ron Bekkerman, Mikhail Bilenko, John Langford)
Scaling Up Machine Learning presents an integrated collection of representative approaches for scaling up machine learning and data mining methods on parallel and distributed computing platforms. Highly task specific, demand for parallelizing learning algorithms is highly task-specific. Settings can vary between being driven by the enormous dataset sizes or by model complexity or by real-time performance requirements. In order to make task-appropriate algorithm and platform choices for large-scale machine learning, one needs to understand the benefits, trade-offs, and constraints of the available options. Solutions presented in the book cover a range of parallelization platforms from FPGAs and GPUs to multi-core systems and commodity clusters, concurrent programming frameworks including CUDA, MPI, MapReduce, and DryadLINQ, and learning settings (supervised, unsupervised, semi-supervised, and online learning). Extensive coverage of parallelization of boosted trees, SVMs, spectral clustering, belief propagation and other popular learning algorithms and deep dives into several applications make the book equally useful for researchers, students, and practitioners.
 - [Deep Learning](#) (Ian Goodfellow, Yoshua Bengio, and Aaron Courville)
Deep learning is a form of machine learning that enables computers to learn from experience and understand the world in terms of a hierarchy of concepts. There is no need for a human computer

operator to formally specify all the knowledge that a computer needs since the computer gathers it from experience. This hierarchy of concepts allow the computer to learn complicated concepts by building them out of simpler ones; a graph of these hierarchies would be many layers deep. By offering mathematical and conceptual background, covering relevant concepts in linear algebra, probability theory and information theory, numerical computation, and machine learning, *Deep Learning* describes deep learning techniques used by practitioners in the industry. These include deep feedforward networks, regularization, optimization algorithms, convolutional networks, sequence modeling, and practical methodology; and it surveys such applications as natural language processing, speech recognition, computer vision, online recommendation systems, bioinformatics, and videogames. Finally, by offering research perspective such as linear factor models, autoencoders, representation learning, structured probabilistic models, Monte Carlo methods, the partition function, approximate interference, and deep generative methods, *Deep Learning* provides a comprehensive overview for anyone interested in using deep learning for research or application purposes.

- MARKETPLACES
- NETWORKING
- OPEN SOURCE
- SOFTWARE AND SAAS
- SOFTWARE DEVELOPMENT
- TECHNOLOGY ADAPTION
 - [Paul Graham Essays](#)
Renowned author and computer scientist Paul Graham shares his experience with technology and startups in various essays.

FINANCIAL PLANNING

1. [The Only Investment Guide You'll Ever Need](#) (Andrew Tobias)
Holding the title of America's favorite finance guide for over twenty-five years, this indispensable book teaches individuals how to use money to your best advantage. This includes how to spend smarter, when to invest in stocks, the ins and outs of investing on the Internet, tax strategies from tuition to retirement, annuities, real estate, and Social Security.
2. [The Intelligent Investor](#) (Benjamin Graham)
The public market is often wrong. Declared by Benjamin Graham, his philosophy of "value investing" which shields investors from substantial error and teaches them to develop long-term strategies, *The Intelligent Investor* has become the stock market bible since its 1949 publication. Market developments have proven the wisdom of Graham's strategies over the years.

FUND RAISING

1. [Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist](#) (Feld, Mendelson)
A huge number of today's most successful and fast growing entrepreneurial businesses were financed by venture capital, yet the process of fundraising and business of VCs remains a mystery to many founders. Explaining the fundraising process, it teaches founders when to raise money, how to find the right type of investor, the pros and cons of different investment mechanisms, how to understand and negotiate the economics and control of a term sheet. By the end, one is able to competently talk to prospective investors, hit the fundraising process on

strong footing, and negotiate the best deal for one's start up.

2. [Creative Capital: Georges Doriot and the Birth of Venture Capital](#) (Spencer Ante)
The "handmaidens of innovation", venture capitalists provide the fuel needed to get fledgling companies off the ground. Creative Capital tells the compelling story of the enigmatic man, Georges Doriot, who created the venture capital industry. By tracing the pivotal events in Doriot's life as a professor at Harvard Business School, a general during World War II, and the architect and founder of American Research and Development, it chronicles his business philosophy and his stewardship in startups.
3. [Pioneering Portfolio Management: An Unconventional Approach to Institutional Investment](#) (David Swensen)
Yale's chief investment officer, David F. Swenson, provides an indispensable roadmap for creating a successful investment program. While the years since Pioneering Portfolio Management have seen the global investment landscape changed dramatically, Swensen's investment strategy remains impressive and relevant. This is reflected in Yale's portfolio, trouncing the marketplace by a wide margin and with over \$20 billion added to the endowment under his twenty-three year tenure. He provides lucid and penetrating insight into the world of institutional funds management, illuminating topics ranging from asset-allocation structures to active fund management. Offering a clear and incisive advice, especially when describing a counterintuitive path, Swensen stresses the importance of trust than flash-in-the-pan success.
4. [Ship of Gold](#) (Gary Kinder)
Gary Kinder's *Ship of Gold* tells the story of SS Central America sinking, a side-wheel steamer carrying nearly six hundred passengers returning from the California Gold Rush, two hundred miles off the Carolina coast in September 1857. A young engineer from Ohio in the 1980s set out to do what one had been able to: establish a working presence and open it to research. Funded by VCs, they were able to accomplish this goal.
5. [The Startup Game: Inside the Partnership between Venture Capitalists and Entrepreneurs](#) (William H. Draper III)
"For more than 40 years, venture capitalist Bill Draper has worked with top entrepreneurs in fabled Silicon Valley, where today's vision is made into tomorrow's reality. From the VC who saw the value in Skype, Zappos, and many other companies, comes firsthand stories of success. In these pages Draper explores: how to evaluate innovative ideas and the entrepreneurs behind those ideas (lessons from Yahoo, Baidu, Tesla Motors, Activision, Measurex, and more); and the value of political leadership in creating opportunity, including on-the-ground accounts of how Deng Xiaoping brought China roaring into the modern world." (Amazon)
6. [Warren Buffet's Shareholder Letters](#)
A list of Warren Buffett's shareholder letters. In addition, the letters Warren Buffett wrote to partners of the Buffett Partnership Ltd., which the Oracle of Omaha ran before taking over the day-to-day running of Berkshire Hathaway.

INNOVATION

1. [The Innovator's Dilemma](#) (Clayton Christensen)
Innovation expert Clayton Christensen shows how even the most outstanding companies can do everything right but still lose market leadership. Explaining why most companies miss out on new opportunities, Christensen discusses disruptive innovation that abandons traditional business practices for success. Offering successes and failures from leading companies as a guide, the Innovator's Dilemma provides a set of rules for capitalizing on the phenomenon of disruptive innovation.
2. [Zero to One](#) (Peter Thiel)
In an age of technological stagnation, there still remain uncharted frontiers and new innovations to create.

Legendary entrepreneur Peter Thiel presents this in *Zero to One*, highlighting that there is no reason why progress should be constrained to Silicon Valley or the technology industry. Stating progress can be achieved in any industry or area of business; Thiel notes that the most important skill for any leader to master is learning how to think for oneself. *Zero to One* presents an optimistic view of future and innovation in America and encourages the reader to ask questions leading him or her to find value in unexpected places.

3. [Made to Stick: Why Some Ideas Survive and Others Don't](#) (Chip and Dan Heath)

In the era of fake news, click bait, urban legends, and conspiracy theories tend to stick, while the factual, observational information falls far from view. *Made to Stick* presents the anatomy behind ideas that stick and provides a framework to make them stickier, by applying to the human scale principle using the Velcro Theory of Memory and creating curiosity gaps. Six essential traits will transform the way individuals communicate. *Made to Stick* is a fast-paced tour of success stories and failures and shows the vital principles of winning ideas to make messages stick.

4. [Rework](#) (Fried)

Many people give advice on starting and succeeding in business. By writing a business plan, studying the competition, seeking investors, we see that plans are harmful. Declaring that an individual really needs to stop talking and start working, *Rework* shows the way to do that. By learning how to be more productive, how to get exposure without breaking the bank, and other counterintuitive ideas to inspire, *Rework* is the perfect playbook for individuals who are ready to do it on their own.

5. [Alan Turing: The Enigma](#) (Andrew Hodges and Doug Hofstadter)

Before Fairchild Semiconductor (1957), before the transistor was invented (Bell Labs - 1947), and even before Hewlett-Packard was started (1939), there was a man who had already figured what a computer would never be able to do. Read this book, and with no prior mathematical training, you will understand why every computing device - whether it uses gears, tubes, transistors, IC's or as Turing imagined "postal workers sorting mail into boxes" - is simply a Turing machine. Learn the limits of computing and which problems can never be solved by a computer. This is the fascinating biography of the man who broke the "unbreakable" Enigma code used by the Germans during WW-II, his ascent to knighthood and death through persecution by the British establishment.

LEADERSHIP

1. [How Great Leaders Inspire Action](#) (Simon Sinek)

Simon Sinek presents an ideal world in his TED talk which dares the viewer to imagine a world where we 1) were up inspired to go to work, 2) feel safe at work, 3) are fulfilled by what we are doing. The third most watched TED talk with around 38 million views, by asking why, we can move on to identifying what matters and working towards achieving these goals.

2. [Start with Why](#) (Simon Sinek)

Starting with his question from his popular TED talk, Sinek questions *why?* Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? By realizing that people won't truly buy into a product, service, movement, or idea until they understand the why behind the reason, inspirational leaders, entrepreneurs, and innovators show that the leaders who've had the greatest influence in the world all think, act, and communicate the same way.

3. [Primal Leadership](#) (Daniel Goleman)

Emotionally intelligent leadership is essential in any realm. *Primal Leadership* explains this, and is used well beyond the business world in universities, business, medical schools, professional training programs, and professional coaches. Illustrating the power of leadership that is self-aware, empathic, motivating, and

collaborative in a world that is ever more economically changing and technologically complex.

4. [The Prince](#) (Niccolo Machiavelli)

A 16th century political treaty by Italian diplomat and political theorist Niccolò Machiavelli, *The Prince* is sometimes claimed to be one of the first works of modern philosophy, especially modern political philosophy, in which the effective truth is taken to be more important than any abstract ideal. Although it is relatively short, the treatise is the most remembered of Machiavelli's works and the one most responsible for bringing the word "Machiavellian" into usage as a pejorative. It also contributed to the modern negative connotations of the words politics and politicians in western countries. The descriptions within *The Prince* have the general theme of accepting that the aims of princes—such as glory and survival—can justify the use of immoral means to achieve those ends. “ He who neglects what is done for what ought to be done, sooner effects his ruin than his preservation. ” —Machiavelli, "Chapter 15"

5. [The 21 Irrefutable Laws of Leadership](#) (John C. Maxwell)

Dr. Maxwell's *21 Irrefutable Laws of Leadership* combines his thirty-plus years of leadership successes and mistakes with observations from the worlds of business, politics, sports, religion, and military conflict. By following these rules, he guarantees that people will follow you.

6. [The Four Obsessions of an Extraordinary Executive](#) (Patrick Lencioni)

Lencioni follows from his best selling novel, *The Five Dysfunctions of a Team*, to focus on a leader's crucial role in building a healthy organization. Readers are treated to a story of corporate intrigue as the frustrated head of one consulting firm faces a leadership challenge so great that it threatens to topple his company, his career, and everything he holds true about leadership itself. Lencioni helps people understand the power and simplicity of creating organizational health, along with four key disciplines to achieve it.

7. [The Rational Optimist](#) (Matt Ridley)

In a bold and provocative interpretation of economic history, Matt Ridley makes a case for economics of hope, arguing that commerce, technology, innovation, and change will inevitably increase human prosperity. With various fans including Jared Diamond (*Guns, Germs, and Steel*), Niall Ferguson (*The Ascent of Money*), and Thomas Friedman (*The World Is Flat*), *The Rational Optimist* leads us to believe in the power of hope.

8. [Together is Better](#) (Simon Sinek)

With life being a series of choices, questions like “do we go left or right?” or “jump forward or hold back?” fill our minds when trying to make big decisions. While sometimes our choices work out, other times they don't, one question and choice profoundly affects how we feel about our journey. Asking “do we go alone or do we go together?” shows what type of leader an individual is. It is the courageous few who ask for help. It is the giving few willing to help others. We can all find the courage we need and know the joy of service – the minute we learn that together is better. Following three children who journey to a new playground and take a stand for what they believe in, they ask the question “how can we find the things we're looking for?”. *Together is Better* shows that if we do our part to help advance a shared vision, we can build the world we imagine.

MARKETING

1. [Branded Customer Service](#) (Janelle Barlow)

The make or break behind products lies in its branding. An integral part of modern business strategy, *Branded Customer Service* applies the logic and techniques of branding to customer service and moves service delivery to a new level so that brand reinforcement occurs every time customers interact with organizational representatives. Barlow shows how to infuse brand values into an entire organization and create a recognizable style of service reflecting brand promises and images.

2. [Crossing the Chasm](#) (Geoffrey A. Moore)

Geoffrey Moore writes about the realities of bringing cutting-edge products to larger markets. Moore shows that

in the Technology Adoption Life Cycle, beginning with innovators and moves on to early adopters, early majority, late majority, and laggards, there is a huge difference between early adopters and early majority. While early adopters are willing to sacrifice for the advantage of being first, the early majority waits until they know the technology actually offers improvements in productivity. The challenge for innovators and marketers is to narrow this chasm and accelerate adoption across every segment.

3. [Call me Ted](#) (Turner)

Shaping the unique word of Ted Turner, his famed words “*Early to bed, early to rise, work like hell and advertise!*” have made him one of the most successful business executives of modern day. With his accomplishments, Ted became one of the richest men in the world, largest land owner in the United States, revolutionized the television business with TBS and CNN, he truly is a living legend. *Call me Ted* reveals his personal story; from his difficult childhood to the launch of his media empire and other mishaps and successes, this is a work one to surely inspire and take the reader on a wild and bumpy ride.

4. [Four Steps to the Epiphany](#) (Blank)

Famous for his theory on customer development centered strategy, Blank’s *Four Steps to the Epiphany* provides the framework for anyone trying to build and bring a product to market. All of the Lean Startup principles you may already know of are rooted in the theories and strategies set out by Blank: customer development, product-market fit first, understanding your market and iterative vs linear execution before ramping up sales and marketing.

5. [The Tipping Point: How Little Things Can Make a Big Difference](#) (Malcolm Gladwell)

“The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is already changing the way people throughout the world think about selling products and disseminating ideas” (Amazon).

6. [Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets](#) (Al Ramadan, Dave Peterson, Christopher Lochhead, and Kevin Maney)

“Winning today isn’t about beating the competition at the old game. It’s about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can’t build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you’re going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of “category kings”—companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn’t know we had. In *Play Bigger*, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers’ brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers” (Amazon).

PRESENTATION

1. [What Got You Here Won’t Get You There: How Successful People Become Even More Successful](#) (Marshall Goldsmith)

Marshall Goldsmith, America’s most sought after-executive coach, shows how to climb the up the executive ladder to the top in his book. Subtle nuances make all the difference. Small transactional flaws performed by one person against another and leading to negative perceptions holding any executive back, *What Got You Here Won’t Get You There* provides the advice essential to breaking through to the top.

2. [Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal](#) (Oren Klaff)

Author Oren Klaff has used his one-of-a-kind method to raise more than \$400 million to describe his formula to help you deliver a winning pitch in any business situation. Whether you're selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, *Pitch Anything* will transform the way you position your ideas. Klaff states that presenting a pitch isn't an art but a simple science. Applying the latest findings in the field of neuroeconomics and sharing eye-opening stories of his method in action, Klaff shows how the brain responds to pitches and makes decisions. With the STRONG method, the reader is able to pitch anything.

3. [Presentations in Action: 80 Memorable Presentation Lessons from the Masters](#) (Jerry Weissman)

Jerry Weissman has spent more than 20 years helping top executives succeed in the most important business presentations of their lives. Using the best way to get his message across, he shows his techniques in action. He teaches how to make spectacularly successful presentations by showing exactly how great presenters have done it. Weissman dives into his library of presentations from current events, politics, science, art, music, literature, cinema, media, sports and the military. By not just demonstrating what's universal about effective human communication and also revealing powerful ways to solve specific challenges, Weissman presents the solution for the ultimate form of communication.

4. [Presenting to Win: The Art of Telling Your Story](#) (Jerry Weissman)

Presenting to Win: The Art of Telling Your Story shows the world's number one presentation consultant offering advice on how to connect with the toughest, most high-level audiences, and move them to action. By showing presenters of all kinds how to tell compelling stories that focus on what's in it for the listeners, Weissman shows presenters how to identify their real goals and messages before they even open up PowerPoint, stay focused on what their listeners really care about, and how to capture their audiences in the first crucial 90 seconds.

5. [The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach](#) (Jerry Weissman)

"The San Jose Mercury News says that Weissman's IPO presentation coaching "is worth 10% on a company stock." Learn why your body language and voice are more important than your words, how to present with poise and confidence naturally, and how to connect with any audience emotionally with *The Power Presenter*. Filled with illustrative case studies of Barack Obama, Ronald Reagan, George W. Bush, John F. Kennedy, and many others, *The Power Presenter* will bring out the best in anyone who has to stand and deliver" (Amazon).

6. [In the Line of Fire: How to Handle Tough Questions- When it Counts](#) (Jerry Weissman)

"Weissman's *In the Line of Fire* has established itself as the world's definitive guide to answering brutally tough questions in public — and now, he's completely updated this classic with new examples, case studies, and even more great advice. Using compelling, up-to-the-minute examples from Wall Street, Washington, D.C., and beyond, Weissman teaches how to respond with perfect assurance, no matter what. You'll discover how to avoid the defensive, evasive, or contentious answers that have destroyed political careers and can ruin your credibility. Weissman shows you how to control your entire exchange with a hostile questioner: the question, answer, interactions with questioner and audience, timing, and above all, yourself. Whether you're an executive, politician, fundraiser, interviewee, teacher, student — or even a family member at Thanksgiving dinner — you're judged on how you handle these moments. Get this book: handle them brilliantly" (Amazon).

RECRUITING & HR

1. [Who: A Method for Hiring](#) (Geoff Smart and Randy Street)

By setting a goal to ensure that every single hire made raises the bar, *Who* helps achieve this. Looking at hiring as a science and applying the recommendations in the book swaps out hiring and interviewing with a repeatable

and measurable process. *Who* designs a process to prospect, interview, and evaluate candidates, how to measure hiring performance, and how to hire better than anyone else. It ensures that a startup of any stage is equipped to interview and evaluate candidates better, especially for new key roles and senior executives.

2. [Great People Decisions: Why They Matter So Much, Why They are So Hard, and How You Can Master Them](#) (Claudio Fernández-Aráoz)

Claudio Fernández-Aráoz has captured the essence of building great teams and making great people decisions in *Great People Decisions*.

SALES

1. [Cold Calling Techniques](#) (Schiffman)

Providing a definite guide to cold calling success, Stephan Schiffman, America's number one corporate sales trainer, has shown people how to close a deal. In *Cold Calling Techniques*, he reinforces why cold calling is still a central element of sales and where to find the best leads. With information on email selling, refining voice-mail messages, and online networking, Schiffman teaches you how to use his strategies to 1) turn leads into prospects, 2) learn more about the client's needs, 3) convey the ability to meet the client's demands, and 4) overcome common objections.

2. [Predictable Revenue: Turn Your Business Into a Sales Machine with the \\$100 Million Best Practices of Salesforce.com](#) (Aaron Ross)

An entirely new kind of sales Bible for CEOs, entrepreneurs, and sales VPs to help build a sales machine, *Predictable Revenue* provides a framework for the Enterprise Market for Salesforce.com. Aaron Ross shares his discoveries by questioning what it takes to generate as many highly-qualified new leads as you want, create predictable revenue, and meet your financial goals without your constant focus and attention. By reading this novel, one can learn how an outbound sales process ("Cold Calling 2.0") can generate a 9% response rate and millions of dollars from cold prospects, the Seven Fatal Sales Mistakes CEOs and Sales VPs make time and time again, how outbound sales and selling can be friendly, and how to develop self-managing sales teams.

3. [The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies](#) (Miller)

By rejecting manipulative tactics and emphasizing "process", Strategic Selling presented the idea of selling as a joint venture and introducing the decade's most influential concept, Win-Win. With overwhelming response, Strategic Selling became a global leader in sales development with the most prestigious client list and sought-after workshops. The New Strategic Selling confronts the rapidly evolving world of business to business sales with new examples, strategies for confronting competition and a special section with questions to ask post workshops.