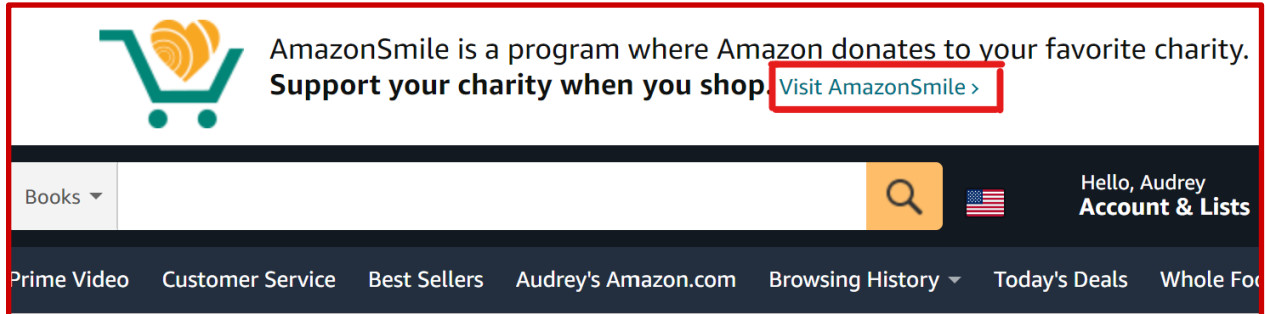


StartUpNV Founder Reading List

We have included StartUpNV's affiliate links to all of these books. By purchasing through AmazonSmile, our nonprofit receives a commission. Make sure to choose "Visit AmazonSmile" at the top of your page to support us. Thank you!



Jeff Saling's List

- [SPIN Selling](#) by Neil Rackham – Sales fundamentals that work
- [The Time Paradox](#) by Philip Zimbardo and John Boyd – Time prioritization
- [Now, Discover Your Strengths](#) by Marcus Buckingham – Management styles & self-discovery
- [Hooked](#) by Nir Eyal – Software & Product development principles
- [Precision](#) by Timothy Chou – IoT fundamentals
 - (also check out [The End of Software](#) by Timothy Cho)
- [The Sumo Advantage](#) by Bernie Brenner – Business Development (not sales) that work

[All of these can be consumed as audio books except [The Sumo Advantage](#)]

Also a big fan of:

- Michael Lewis ([Moneyball](#), [The Big Short](#)) and the Freakonomics team Stephen J. Dubner and Steven Levitt – For focusing on things that were unconventional at the time and became breakthrough principles

Brittany Rohr's List

- [Contagious](#) by Jonah Berger – Learn why people catch on to ideas/products
- [Boundaries for Leaders](#) by Henry Cloud – How to be a strong leader with boundaries
- [The Charisma Myth](#) by Olivia Fox Cabane – Everyone can have charisma, and in business it's vital

- [Algorithms to Live by](#) by **Brian Christian and Tom Griffiths** – Cool way to look at life and organize/make decisions
- [The Zero Marginal Cost Society](#) by **Jeremy Rifkin** – Look at the trends of the economy and products/services - make sure you're keeping up!

David Bouchard's List

- [Out of the Crisis](#) by **Dr. Deming**
 - Long-term commitment to new learning and new philosophy is required of any management that seeks transformation. Management must be judged not only by the quarterly dividend, but by innovative plans to stay in business, protect investment, ensure future dividends, and provide more jobs through improved product and service.
- [7 Habits of Highly Effective People](#) by **Stephen Covey**
 - Our character is a collection of our habits, and habits have a powerful influence in our lives. Habits consist of knowledge, skill and desire. Knowledge allows us to know what to do, skills give us the ability to know how to do it, and desire is the motivation to do it.
- [Zero to One](#) by **Peter Thiel**
 - Enormous value can be created when a business creates something fresh and new. It can also be implied that when a company slightly improves and competes with existing products or services, little relative value is created for that business. Companies should not fine tune best practices but find new and untraveled paths.
- [Crossing the Chasm](#) by **Geoffrey Moore**
 - Many business plans are based on a traditional Technology Adoption Life Cycle, a smooth bell curve of high-tech customers, progressing from Innovators, Early Adopters, Early Majority, Late Majority, and finally Laggards. However, there are cracks in the curve, between each phase of the cycle, representing a disassociation between any two groups. The largest crack, so large it can be considered a chasm, is between the Early Adopters and the Early Majority. Many (most) high tech ventures fail trying to make it across this chasm.
- [Blue Ocean Strategy](#) by **W. Chan Kim and Renee Mauborgne**
 - Too many companies let competition drive their strategies. What Blue Ocean Strategy brings to life, is that this focus on the competition all too often keeps companies anchored in the red ocean. It puts the competition, not the customer, at the core of strategy. The goal is not to outperform competitors. It is to offer a quantum leap in value that made the competition irrelevant.

Bob Susskind's List

- **[Thinking, Fast and Slow](#) by Daniel Kahneman**
 - System 1 and System 2, the fast and slow types of thinking, become characters that illustrate the psychology behind things we think we understand but really don't, such as intuition. Kahneman's transparent and careful treatment of his subject has the potential to change how we think, not just about thinking, but about how we live our lives. *Thinking, Fast and Slow* gives deep - and sometimes frightening - insight about what goes on inside our heads: the psychological basis for reactions, judgments, recognition, choices, conclusions, and much more.

Clifton Maclin's List

- **[One up on Wall Street](#) by Peter Lynch** – How Wall Street really works, and the realities of successful portfolio construction. It helped me develop my own “Perata Principle” for stock picking.
- **[Lean In](#) by Cheryl Sandberg** – What women must do if they are to be competitive in major businesses. Women are our biggest underutilized competitive resource.
- **[Art of War](#) by Sun Tsu** – Strategy, tactics, leadership, and the real cost of war. As a Vietnam infantry commander, this was continuing education.
- **[Mergers and Acquisitions](#) by Andrew Sherman** – The art and science of M&A. Structure and framework for deal composition.
- **[What It Takes to be Number #1](#) by Vince Lombardi, Jr.** – Leadership, and becoming a consistent winner. Being and remaining a Champion is a fundamental motive for me. I am continually learning from other Champions.

Stuart Skalka's List

- **[One Simple Idea for Startups and Entrepreneurs](#) by Stephen Key** – Key helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a business - without the need for an MBA or millions of dollars in funding.
- **[Troublemakers: Silicon Valley's Coming of Age](#) by Leslie Berlin** – Maps out the building of the Valley, the challenges its early tech pioneers faced, as well as highlighting those who reached dizzying success only to suffer as the dot com bubble burst.
- **[Move Fast and Break Things: How Facebook, Google and Amazon Cornered Culture and Undermined Democracy](#) by Jonathan Taplin** – The riveting account of a small group of libertarian entrepreneurs who in the 1990s began to hijack the original decentralized vision of the Internet, in the process creating three monopoly firms -

Facebook, Amazon, and Google - that now determine the future of the music, film, television, publishing and news industries.

- **[Unconventional Success: A Fundamental Approach to Personal Investment](#) by **David Swensen** – Incontrovertible evidence that the for-profit mutual-fund industry consistently fails the average investor.**
- **[Birdmen: The Wright Brothers, Glenn Curtis, and the Battle to Control the Skies](#) by **Lawrence Goldstone** – A thrilling narrative of courage, determination, and competition: the story of the intense rivalry that fueled the rise of American aviation.**
- **[The Inventor and the Tycoon: A Gilded Age Murder and the Birth of Moving Pictures](#) by **Edward Ball** – A riveting true life/true crime narrative of the partnership between the murderer who invented the movies and the robber baron who built the railroads.**
- **[Imperial San Francisco: Urban Power, Earthly Ruin](#) by **Gray Brechin** – About the symbiotic development of SF and Virginia City.**
- **[The Party: The Secret World of China's Communist Rulers](#) by **Richard McGregor** – An eye-opening investigation into China's Communist Party, and the integral role it has played in the country's rise as a global superpower and rival to the United States.**
- **[L.A. Noir: The Struggle for the Soul of America's Most Seductive City](#) by **John Buntin** – Midcentury Los Angeles. A city sold to the world as "the white spot of America," a land of sunshine and orange groves, wholesome Midwestern values and Hollywood stars, protected by the world's most famous police force, the *Dagnet*-era LAPD. Behind this public image lies a hidden world of "pleasure girls" and crooked cops, ruthless newspaper tycoons, corrupt politicians, and East Coast gangsters on the make.**
- **[Codename Tricycle: The True Story of the Second World War's Most Extraordinary Double Agent](#) by **Russell Miller** – A colorful portrait of a celebrated, glamorous and daring man who epitomized everything about the life of a spy - and was quite possibly the inspiration for James Bond.**
- **[Industrial Design](#) by **Raymond Loewy** – Raymond Loewy is synonymous with industrial design. This text examines his pioneering career through an account of his most famous design achievements, with some of his best-known designs being the Coca Cola bottle and the Shell and Exxon logos.**

Bill Slikkerveer's List

- **[Hooked: How to Build Habit Forming Products](#) by **Nir Eyal** – Lays out a 4-step model, the Hook Model, as how to guide for building better products.**
- **[Survival to Thrival: Building the Enterprise Startup - Book 1](#) by **Bob Tinker** – This a book about product market fit and go to market strategies for the enterprise platform and the journey to get there.**

- [**Ventures Deals: Be Smarter Than Your Lawyer and Venture Capitalist**](#) by **Brad Feld and Jason A. Mendelson** – This book written by a long time Venture Capitalist, Brad Feld, is a definitive resource for understanding fundraising.
- [**The Lean Startup**](#) by **Eric Ries** – A book about how to use Continuous Innovation in building a successful start-up.
- [**Influence: The Psychology of Persuasion, Revised Edition**](#) by **Dr Robert Cialdini** – An expert in the field of influence and persuasion explains 6 principles of persuasion and how to use them.
- [**Never Split the Difference**](#) by **Chris Voss** – A retired Lead FBI Negotiator, explains a guide on what to do, what kinds of questions to ask, how to ask them, and how to react in a negotiating setting.
- [**The Creative Curve: How to Develop the Right Idea, at the Right Time**](#) by **Allen Gannett** – a data entrepreneur, describes the science and secrets behind achieving business success.
- [**Misbehaving: The Making of Behavioral Economics**](#) by **Richard Thaler** – Author Richard Thaler, a founder of Behavioral Economics, describes ways to look at everything from household finance to game shows and Uber. He is also the author of *Nudge*.

Liz Goodgold's List

Books That Changed My Biz: The 4 Most Influential Books

Many folks write about their favorite business books, but below is my list based upon this one simple criteria: **did it change my behavior?** The following books not only shifted my thinking, but my actions as well. I encourage you to put them on your reading list.

- [**Positioning: The Battle for Your Mind**](#) by **Jack Trout and Al Ries**
 - Yes, this book was last issued in 2001, but it's a classic and for good reasons. It provides the clarity necessary for introducing any new product or service to the market. The books' authors also easily predicted information overload even in 2001 and argued for simplicity, especially in pricing. Thanks to them, I switched to flat fee pricing for all of my coaching.
- [**Slay the Email Monster - 96 Easy Ways to Dramatically Increase Productivity**](#) by **Lynn Coffman and Michael Valentine**
 - This book understands the feeling of overwhelm and looking at your inbox and seeing 2,029 unread messages. Instead, it recommends mail folders for projects, clients, or tasks. Voila! I go to bed every night with an empty in-box...or at least until the next morning.
- [**The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing**](#) by **Marie Kondo**

- What? There's an organizing book in my biz list? Heck yes! Marie Kondo got me to do what years of "Jewish Guilt" couldn't do: give stuff away that didn't spark joy. Excuses such as "but, my mom gave me this purse" or "my best friend gave me that gift" went out the window and all the way to Goodwill. Today, my bookshelves are stocked with authors I love, a prized painting by my aunt hangs in a little reading nook, and all of the clothes that I adore hang proudly in my closet and they fit.
- **[How Luck Happens: Using the Science of Luck to Transform Work, Love, and Life](#) by Janice Kaplan**
 - When I reviewed this book in June of last year, I highlighted the author's definition of luck as the intersection where talent, fearlessness, and preparation meet opportunity. The takeaway here is to stop crediting luck with your success because unless you won the lottery, you earned it!

Steve Hurst's List

- **[Lincoln on Leadership: Executive Strategies for Hard Times](#) by Donald Philipps and Nelson Runger** – The title speaks for itself and it's a quick read. Simple advice with compelling examples. Mandatory reading for my direct reports in the past.

Kristen Axline's List

- **[Dead Souls](#) by Nikolai Gogol** – An epic tale of personal and institutional greed and corruption, the moral of which is 'it's never too late to get off the low road'. There was also some drama with its publication when Pushkin, Gogol's better known and more successful contemporary and mentor, gave the book such a devastating critique (out of jealousy) that Gogol burnt the manuscript, some of which was lost forever. So... get off the low road but don't let the bastards get you down.
- **[The Green Child](#) by Sir Herbert Read** – A fantasy that contrasts how worldly and (literally) other-worldly social ideals might be realized. It informed my innate dedication to the highest and best-achievable-result, and explained my frustration with refusenik idealists who want to stop the presses while giving me patience to accept their input with real openness and enthusiasm and kindly keep them from stalling imperfect progress - i.e. be perfect when possible, but be above all, and try not to burst anyone's bubbles if they're on board.
- **[The Enormous Room](#) by E.E. Cummings** – Autobiography novel about a conscientious objector ambulance driver imprisoned in France during WWI who experiences the exhilaration of his bias blinders falling away to let the beauty and fascinating nature and diversity of humanity emerge completely unexpectedly in an odd group of fellow inmates. [Melancholy ending as he starts seeing them 'normally' when freedom is at hand (so he could no longer 'see the rabbit in the picture'). I read it before I saw the movie, 'King of Hearts', which was released in 1967, but they are of a kind - card pun! - and I

love that story, too.] Sometimes doing the right thing will get you in trouble simply because trouble is on the march ...and, beauty is everywhere, so when you find it, try not to lose sight of it if/when life offers you a better deal.

- **The Proud Tower by Barbara Tuchman** – History and tremendous insights into the reckless, wild, nearly globally suicidal 25 years before WWI. Great things may be happening even as we lurch toward the brink, and self-denial and -delusion (whether you're the oppressed anarchist or privileged gilded age) will get you hurt or dead in business and life. Remember to be alarmed and act if necessary. [Another favorite set in that time is *Devil in the White City* by Erik Larson, about how dark ambition and stunning corruption nearly triumphed to ruin the Chicago Exposition while a serial killer and con man used its allure to prosper. I also love another of Tuchman's books, *A Distant Mirror* about the perilous, jumbled, power-mad 14th century.]

Others

- **Who Moved My Cheese by Dr. Spencer Johnson** – I respectfully ask *why* ‘we’ve always done it this way’?
- **Crossing the Chasm by Geoff Moore** (and Chasm group sequels, The Gorilla Game and Escape Velocity, Inside the Tornado) – Know who you are, where you are, how you sit/fit, and what you need to win.
- **SWAY by Christina Del Villar** – The Handbook for Effective Marketing Strategy. Simple instructions and no-nonsense to-do lists for seasoned CMOs and newbies alike. Learn go-to-market strategies that boost revenue—and help earn your marketing team the hero status it deserves.