

### Emma's 2019 Entrepreneurial Reading List (04.07.2019)

Getting Things Done: The Art of Stress-Free Productivity	Allen, David	2002
#GIRLBOSS	Amoruso, Sophia	2014
Hatching Twitter: A True Story of Money, Power, Friendship, and Betrayal	Bilton, Nick	2013
Finding My Virginity: The New Autobiography	Branson, Richard	2017
Screw It, Let's Do It: Lessons In Life (Quick Reads)	Branson, Richard	2011
Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead	Brown, Brené	2012
Fired: Challenging the Status Quo and the Aftermath	Carballo-Perelman, Cristina	2018
How to Win Friends and Influence People	Carnegie, Dale	1998
Work the System: The Simple Mechanics of Making More and Working Less	Carpenter, Sam	2011
Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones	Clear, James	2018
Built to Last: Successful Habits of Visionary Companies	Collins, James C.	2004
The Power of Habit: Why We Do What We Do in Life and Business	Duhigg, Charles	2012
Hooked: Write Fiction That Grabs Readers at Page One & Never Lets Them Go	Edgerton, Les	
Hooked: How to Build Habit-Forming Products	Eyal, Nir	2014
Never Eat Alone: And Other Secrets to Success, One Relationship at a Time	Ferrazzi, Keith	2005
The 4-Hour Workweek	Ferriss, Timothy	2007
Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers	Ferriss, Timothy	2016
Getting to Yes: Negotiating Agreement Without Giving In	Fisher, Roger	1991
Stumbling on Happiness	Gilbert, Daniel Todd	2007
Big Magic: Creative Living Beyond Fear	Gilbert, Elizabeth	2015
Outliers: The Story of Success	Gladwell, Malcolm	2008
Blink: The Power of Thinking Without Thinking	Gladwell, Malcolm	2007
The Tipping Point: How Little Things Can Make a Big Difference	Gladwell, Malcolm	2002
Permission Marketing: Turning Strangers Into Friends And Friends Into Customers	Godin, Seth	1999
Tribes: We Need You to Lead Us	Godin, Seth	2008
Linchpin: Are You Indispensable?	Godin, Seth	2010
Purple Cow: Transform Your Business by Being Remarkable	Godin, Seth	2003
The Dip: A Little Book That Teaches You When to Quit (and When to Stick)	Godin, Seth	2007
Graceful	Godin, Seth	
We Are All Weird	Godin, Seth	2011
Poke the Box	Godin, Seth	2011
Originals: How Non-Conformists Move the World	Grant, Adam M.	2016
Switch: How to Change Things When Change Is Hard	Heath, Chip	2010
Made to Stick: Why Some Ideas Survive and Others Die	Heath, Chip	2007
The Tao of Pooh	Hoff, Benjamin	2003
The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career	Hoffman, Reid	2012
Make Your Idea Matter	Jiwa, Bernadette	2012
Thinking, Fast and Slow	Kahneman, Daniel	2011
Physics Of The Future: How Science Will Shape Human Destiny And Our Daily Lives By The Year 2100	Kaku, Michio	
The First 20 Hours: How to Learn Anything . . . Fast!	Kaufman, Josh	2013
Blue Ocean Strategy, Expanded Edition: How to Create Uncontested Market Space and Make the Competition Irrelevant	Kim, W. Chan	2015
Steal Like an Artist: 10 Things Nobody Told You About Being Creative	Kleon, Austin	2012
Show Your Work!: 10 Ways to Share Your Creativity and Get Discovered	Kleon, Austin	2014
Tribal Leadership: Leveraging Natural Groups to Build a Thriving Organization	Logan, Dave	
The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life	Manson, Mark	2016
Reality Is Broken: Why Games Make Us Better and How They Can Change the World	McGonigal, Jane	
Essentialism: The Disciplined Pursuit of Less	McKeown, Greg	2014
Drive: The Surprising Truth About What Motivates Us	Pink, Daniel H.	2009
Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses	Pulizzi, Joe	2015
The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Ries, Eric	2011
You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life	Sincero, Jen	2013
Start with Why: How Great Leaders Inspire Everyone to Take Action	Sinek, Simon	2009
Smartcuts: How Hackers, Innovators, and Icons Accelerate Success	Snow, Shane	2014
Nudge: Improving Decisions About Health, Wealth, and Happiness	Thaler, Richard H.	2009
Zero to One: Notes on Startups, or How to Build the Future	Thiel, Peter	2014
Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too	Vaynerchuk, Gary	2018
Traction: How Any Startup Can Achieve Explosive Customer Growth	Weinberg, Gabriel	2015
Getting Started in Consulting	Weiss, Alan	2009
Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business	Wickman, Gino	2015
The Attention Merchants: The Epic Scramble to Get Inside Our Heads	Wu, Tim	2016
Bored and Brilliant: How Spacing Out Can Unlock Your Most Productive & Creative Self	Zomorodi, Manoush	2017