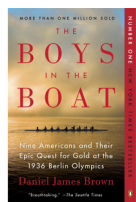


THE ULTIMATE ENTRELEADERSHIP READING GUIDE

50 Books Every Small-Business Owner
Needs to Read

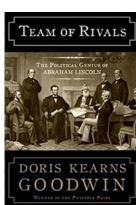


BIOGRAPHIES



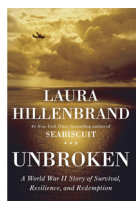
1. THE BOYS IN THE BOAT BY DANIEL JAMES BROWN

If you ever doubted the incredible power of teamwork, this biography of the 1936 U.S. Olympic rowing team will change your mind.



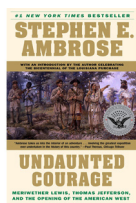
2. TEAM OF RIVALS BY DORIS KEARNS GOODWIN

Called America's historian-in-chief, Goodwin is also a darn good storyteller. Here, she tackles Lincoln and his mastery of politics and men.



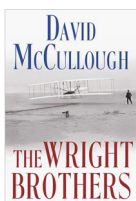
3. UNBROKEN BY LAURA HILLENBRAND

Calling *Unbroken* inspirational is like saying Moby Dick was a fish. There is no word good enough to describe this incredible tale of redemption, survival and forgiveness.



4. UNDAUNTED COURAGE BY STEPHEN E. AMBROSE

This book has been wildly acclaimed, and for good reason. Ambrose's work on Lewis and Clark's exploration of the Louisiana Purchase is a masterpiece.



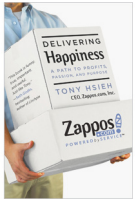
5. THE WRIGHT BROTHERS BY DAVID MCCULLOUGH

From our favorite biographer, this moving story offers new insights into the two brothers from Dayton, Ohio, and how, despite the many setbacks, they never gave up.

DAVE'S FAVE:

"John C. Maxwell is a fantastic writer on leadership. I'll read anything he puts on paper."

COMPANY CULTURE



6. DELIVERING HAPPINESS

BY TONY HSIEH

Tony Hsieh, CEO of Zappos.com, shares the lessons he learned in business and life and how focusing on happiness of those around you just might be the ultimate key to success.



7. JOY, INC.

BY RICHARD SHERIDAN

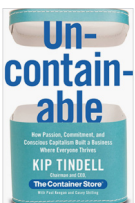
The CEO of Menlo Innovations, Sheridan has written a book about how he created a joyful culture at his company using methods any organization can follow.



8. LEADERS EAT LAST

BY SIMON SINEK

The author of *Start With Why* hits another home run. *Leaders Eat Last* is filled with stories of leaders who got it right, creating deeply loyal teams that win.



9. UNCONTAINABLE

BY KIP TINDELL

The founder and CEO of The Container Store explains how passion, commitment and conscious capitalism built a business where everyone thrives.



10. WORK RULES

BY LASZLO BOCK

What more could you ask for? Here's a blueprint for attracting the most spectacular talent from the head of Google's Innovative People Operations.

BEACH OR SNOW READS:

The Big Short by Michael Lewis

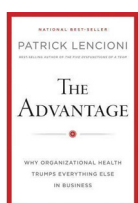
LEADERSHIP



11. ACT LIKE A LEADER, THINK LIKE A LEADER

BY HERMINIA IBARRA

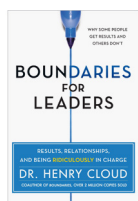
Known as one of the world's foremost experts on leadership transition, Ibarra shows you how to change when you also need to lead.



12. THE ADVANTAGE

BY PATRICK LENCIONI

One of our favorite authors, Lencioni reveals the four actionable steps companies need to achieve long-term, sustainable success.



13. BOUNDARIES FOR LEADERS

BY DR. HENRY CLOUD

Clinical psychologist Dr. Cloud explains why the best leaders set boundaries with their teams and with themselves to improve performance and increase satisfaction.



14. ENTRELEADERSHIP

BY DAVE RAMSEY

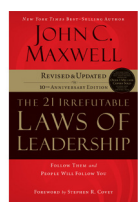
Yep, it feels weird listing our own book. But we just have to say it: *EntreLeadership* rocks. It features the principles Dave used to grow his business from a card table in his living room into a national brand.



15. SPEED OF TRUST

BY STEVEN M. R. COVEY

What is the key ingredient to leading well in this new economy? Covey says it's all about trust, and we agree. So trust us on this one: Read this book. It's well worth your time.



16. THE 21 IRREFUTABLE LAWS OF LEADERSHIP

BY JOHN C. MAXWELL

If you are a parent, employee, employer, brother, sister or are otherwise breathing in and out, chances are that you have influence. In that case, you should read this book.

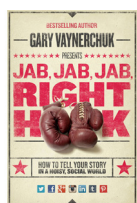
MARKETING



17. ANYTHING

BY SETH GODIN

Okay, so *Anything* is really not a title of one of Godin's books, but literally everything he writes is marketing gold. Start with *Tribes*, *Linchpin* and *Poke the Box*.



18. JAB, JAB, JAB, RIGHT HOOK

BY GARY VAYNERCHUK

If you want to get into social media or improve what you already have, Vaynerchuk is your guy. He shows you the right way for each platform. A knockout!



19. INVISIBLE SELLING MACHINE

BY RYAN DEISS

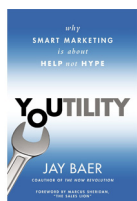
What if you could automate your entire sales and marketing processes? The CEO of DigitalMarketer.com walks you through the steps. If you want to grow your business, this book is for you.



20. THE NEW RELATIONSHIP MARKETING

BY MARI SMITH

Known as one of the top social media thought leaders, Smith explains how to grow your business by creating relationships.



21. YOUTILITY

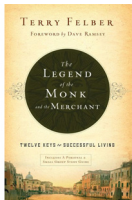
BY JAY BAER

Youtility is marketing so useful, people would pay for it, claims Baer—and we agree. It's the perfect marketing model for the age of information overload.

NEW AND NOTEWORTHY

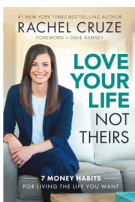
Extreme Ownership by Jocko Willink

MONEY



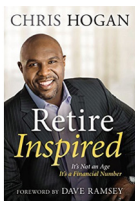
22. THE LEGEND OF THE MONK AND THE MERCHANT BY TERRY FELBER

This book will change the way you think about your career, wealth and true success. It's a must-read for anyone yearning to be better.



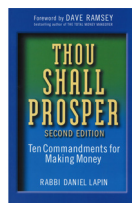
23. LOVE YOUR LIFE, NOT THEIRS BY RACHEL CRUZE

Find freedom in your finances using Rachel's seven healthy money habits and start living the life you want today! It's a fresh new perspective for a new generation on managing money.



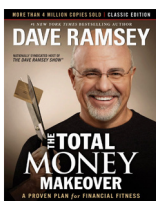
24. RETIRE INSPIRED BY CHRIS HOGAN

Our own Chris Hogan teaches that retirement isn't an age; it's a financial number—an amount you need to live the life in retirement that you always dreamed of.



25. THOU SHALL PROSPER BY RABBI DANIEL LAPIN

In one of Dave's all-time favorite money books, Rabbi Lapin gives you a healthy view of money and business. This book is required reading for Dave's leadership team.



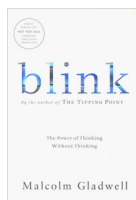
26. THE TOTAL MONEY MAKEOVER BY DAVE RAMSEY

Dave's iconic best seller gives you seven organized, easy-to-follow steps that will lead you out of debt and into a total money makeover.

NEW AND NOTEWORTHY

The Happiness Track by Emma Seppala

PERSONAL DEVELOPMENT



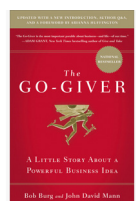
27. BLINK BY MALCOLM GLADWELL

Why do some people win while others end up stumbling into error? This fascinating quick read about decision-making and intuition explains it all.



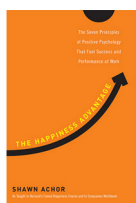
28. FIND YOUR EXTRAORDINARY BY JESSICA HERRIN

Serial entrepreneur Herrin shows how the classic traits of successful entrepreneurs are ones each of us can develop to create a company and an extraordinary life.



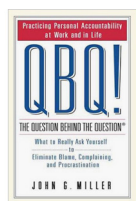
29. THE GO-GIVER BY BOB BURG AND JOHN DAVID MANN

The *Go-Giver* is the story of an ambitious young man named Joe, who learns that changing his focus from getting to giving ultimately leads to unexpected returns.



30. THE HAPPINESS ADVANTAGE BY SHAWN ACHOR

Positive psychology expert and former Harvard professor Shawn Achor has found that happiness is something anyone can cultivate to change your world and your company.



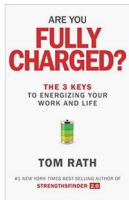
31. QBQ! BY JOHN MILLER

Dave thinks so highly of John Miller that he is one of the few people allowed to be a guest on Dave's show. His book is one of the best on personal responsibility available today.

BEACH OR SNOW READS:

Finding Your Own North Star by Martha Beck

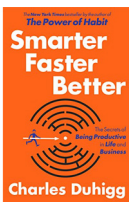
PRODUCTIVITY



32. ARE YOU FULLY CHARGED?

BY TOM RATH

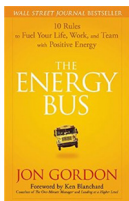
Rath reveals the three keys that matter most for your daily health and well being as well as your engagement in your work. Electrifying.



33. SMARTER FASTER BETTER: THE SECRETS OF BEING PRODUCTIVE IN LIFE AND BUSINESS

BY CHARLES DUHIGG

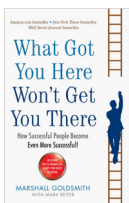
A fascinating new book that explores the science of productivity, and why managing how you think—rather than what you think—can transform your life.



34. THE ENERGY BUS

BY JON GORDON

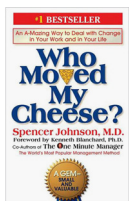
Go on an enlightening and inspiring ride with Gordon and learn how to fuel your life, work and team with positive energy while on the road.



35. WHAT GOT YOU HERE WON'T GET YOU THERE

BY MARSHALL GOLDSMITH

Want to learn what's holding you back from achieving amazing success? Executive Coach Goldsmith explains the small changes that make a difference.



36. WHO MOVED MY CHEESE?

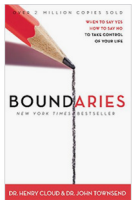
BY SPENCER JOHNSON, M.D.

This simple parable, filled with insights designed to help readers prevail in changing times, packs more punch than a piece of Limburger sitting out all night.

NEW AND NOTEWORTHY

Above the Line by Urban Meyers

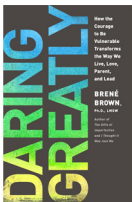
RELATIONSHIPS



37. BOUNDARIES

BY DRS. HENRY CLOUD AND JOHN TOWNSEND

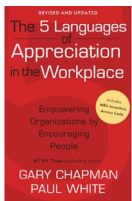
If you have trouble saying no, say yes one more time to this book. Drs. Cloud and Townsend lay out what boundaries you need and how to set them.



38. DARING GREATLY

BY BRENÉ BROWN

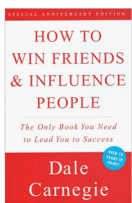
Researcher Brown proves that being vulnerable just might be the secret to happiness and success.



39. THE 5 LANGUAGES OF APPRECIATION IN THE WORKPLACE

BY GARY CHAPMAN AND PAUL WHITE

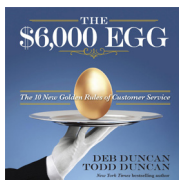
One of our favorites books, *The 5 Love Languages*, goes business, teaching leaders how to effectively communicate appreciation and encouragement to their teams.



40. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

BY DALE CARNEGIE

Written more than 60 years ago, this book is still relevant today and an absolute must-read for any small-business owner or leader. The title says it all.



41. THE \$6,000 EGG

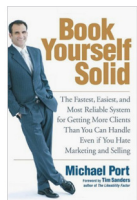
BY TODD DUNCAN

How can you successfully run a business in today's ever-changing marketplace? Duncan explains why it's all about creating emotional connections with your customers.

NEW AND NOTEWORTHY

Grit by Angela Duckworth

SALES



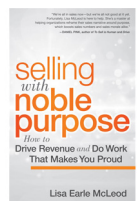
42. BOOK YOURSELF SOLID BY MICHAEL PORT

With visual strategist Jocelyn Wallace, Port shows you in a super unique way a fast, easy and reliable system for getting more clients.



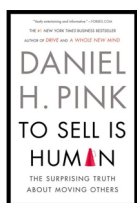
43. PITCH ANYTHING BY OREN KLAFF

Klaff, a veteran investment banker, argues that a great pitch is science, not art, and includes strategies to get you throwing those strikes.



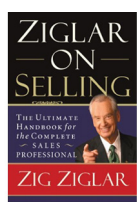
44. SELLING WITH NOBLE PURPOSE BY LISA EARLE MCLEOD

McLeod explains why salespeople who genuinely understand how they can make a difference consistently outsell their more quota-driven counterparts.



45. TO SELL IS HUMAN BY DANIEL H. PINK

Pink offers a fresh look at the art and science of selling and reveals the new ABCs of moving others.



46. ZIGLAR ON SELLING BY ZIG ZIGLAR

This classic from our friend Zig shows you how to succeed in the profession of selling without losing your mind.

DAVE'S FAVE:

“All of Jim Collins’ books are absolute must-reads. *Built to Last*, *Good to Great* and *How the Mighty Fall* are all incredible. He’s a fantastic writer and one of the best researchers around for business writing.”

STARTING UP



47. THE ART OF THE START 2.0

BY GUY KAWASAKI

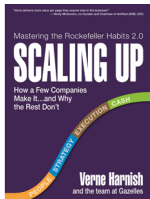
The definitive guide for learning how to start a company just got better with this new version that features Kawasaki's latest insights and practical advice.



48. REWORK

BY JASON FRIED, DAVID HEINEMEIER HANSSON

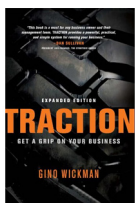
You don't need investors. You don't need to be a workaholic. This book will reveal how to be more productive, how to get exposure as a startup without breaking the bank, and how to shave time off of meetings and excess paperwork.



49. SCALING UP

BY VERNE HARNISH

What are the four major areas every company must get right in order to grow? Harnish delves into each and shows you how to build your business while enjoying the ride.



50. TRACTION

BY GINO WICKMAN

Learn simple yet powerful ways to run your company, which will give you and your leadership team more focus, growth and enjoyment.

KEN COLEMAN'S TOP 5:

The Nordstrom Way by Robert Spector and Patrick D. McCarthy

Steal Like an Artist by Austin Kleon

Dig Your Well Before You're Thirsty by Harvey Mackay

EntreLeadership by Dave Ramsey

Good to Great by Jim Collins