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## RECOMMENDED READING

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## PEOPLE

- *The 21 Irrefutable Laws of Leadership* / John C. Maxwell
- *The 5 Levels of Leadership: Proven Steps to Maximize Your Potential* / John C. Maxwell
- *The Coaching Habit: Say Less, Ask More & Change the Way* / Michael Bungay Stanier
- *Crucial Conversations* / Kerry Patterson, Al Switzler, Joseph Grenny, & Ron McMillan
- *The Culture Code: The Secrets of Highly Successful Groups* / Daniel Coyle
- *Delivering Happiness* / Tony Hsieh
- *Drive: The Surprising Truth About What Motivates Us* / Daniel H. Pink
- *Fierce Conversations* / Susan Scott
- *First, Break All the Rules* / Marcus Buckingham & Curt Coffman
- *The Five Dysfunctions of a Team: A Leadership Fable* / Patrick M. Lencioni
- *Go Put Your Strengths to Work* / Marcus Buckingham
- *The Ideal Team Player* / Patrick M. Lencioni
- *Leadership Challenge* / James Kouzes & Barry Posner
- *Multipliers* / Liz Wiseman
- *Now, Discover Your Strengths* / Marcus Buckingham & Donald O. Clifton
- *Our Iceberg Is Melting* / John Kotter & Holger Rathgeber
- *Oz Principles* / Roger Connor, Tom Smith, & Craig Hickman
- *The Power of Full Engagement* / Jim Loehr & Tony Schwartz
- *Powerful: Building a Culture of Freedom and Responsibility* / Patty McCord
- *Radical Candor* / Kim Scott
- *Strengths-Based Leadership* / Tom Rath & Barry Conchie
- *Topgrading* / Bradford D. Smart
- *Turn Your Ship Around* / David Marquet
- *What Got You Here Won't Get You There* / Marshall Goldsmith & Mark Reiter
- *Who: The A Method for Hiring* / Geoff Smart & Randy Street
- *The Work of Leaders* / Julie Straw, Mark Scullard, Susie Kukkonen, & Barry Davis



## STRATEGY

- *Abundance* / Peter Diamonds & Steven Kotler
- *The Advantage* / Patrick M. Lencioni
- *Blue Ocean Strategy* / W. Chan Kim & Renée Mauborgne
- *Blueprint to a Billion* / David G. Thomson
- *The Brand Promise* / Duane Knapp
- *Built to Last* / Jim Collins & Jerry I. Porras
- *Business Model Canvas* / Alex Osterwalder & Yves Pigneur
- *Catalytic Mechanism* / [hbr.org/1999/07/turning-goals-into-results-the-power-of-catalytic-mechanisms](http://hbr.org/1999/07/turning-goals-into-results-the-power-of-catalytic-mechanisms)
- *Competitive Advantage* / Michael E. Porter
- *Exponential Organizations* / Salim Ismail, Michael S. Malone, & Yuri Van Geest
- *Good to Great* / Jim Collins
- *Good to Great to Gone* / Alan Wurtzel
- *Great by Choice* / Jim Collins & Morten T. Hansen
- *Hidden Champion of the 20th Century* / Hermann Simon
- *How Companies Win* / Rick Kash & David Calhoun
- *How the Mighty Fall* / Jim Collins
- *The Inside Advantage* / Robert Bloom & Dave Conti
- *The Lords of Strategy* / Walter Kiechel
- *Outthink the Competition* / Kaihan Krippendorf
- *The Sales Playbook* / Jack Daly & Dan Larson
- *Start with Why* / Simon Sinek
- *Turning the Flywheel* / Jim Collins
- *The Ultimate Question* / Frederick F. Reichheld & Rob Markey
- *Uncommon Service* / Frances Frei & Anne Morrise
- *The Value Proposition* / Alexander Osterwalder, Yves Pigneur, & Gregory Bernarda
- *X-Factor* / [hbr.org/2015/07/break-your-industrys-bottlenecks](http://hbr.org/2015/07/break-your-industrys-bottlenecks)



## EXECUTION

- The 4 Disciplines of Execution / Chris McChesney, Sean Covey, & Jim Huling
- The 4 Hour Workweek / Tim Ferriss
- Balanced Scorecard / Robert S. Kaplan & David P. Norton
- Death by Meeting / Patrick M. Lencioni
- Execution Without the Drama / Patrick Thean
- Getting Things Done / David Allen
- The Goal / Eliyahu M. Goldratt & Jeff Cox
- Key Performance Indicators / David Parmenter
- Seven Habits of Highly Effective People / Stephen Covey
- Switch: How to Change Things When Change Is Hard / Chip Heath & Dan Heath



## CASH

- The Automatic Customer / John Warrilow
- Built to Sell / John Warrilow
- Cash Flow Story / cashflowstory.com
- Confessions of a Pricing Man / Hermann Simon
- Financial Intelligence / Karen Berman, Joe Knight & John Case
- Great Game of Business / Jack Stack & Bo Burlingham
- Keys to the Vault / Keith J. Cunningham
- Profit First / Mike Michalowicz
- Simple Numbers, Straight Talk, Big Profits! / Greg Crabtree & Beverly Harzog
- A Stake in the Outcome / Jack Stack & Bo Burlingham
- Ultimate Blueprint / Keith J. Cunningham