

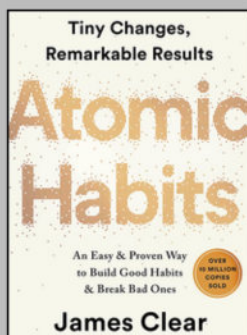


# THE ULTIMATE READING GUIDE

50 Books Every Business  
Pro Needs To Read

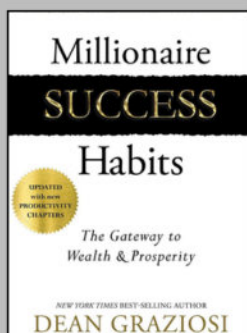
- Habit Creation
- Success Mindset
- Marketing & Branding
- Sales & Selling Tactics
- Leadership & Growth





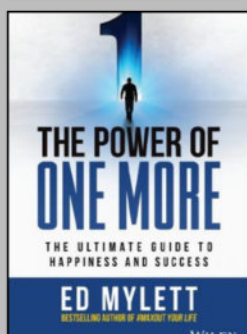
**ATOMIC HABITS**

By: James Clear



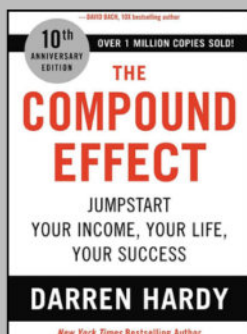
**MILLIONAIRE SUCCESS HABITS**

By: Dean Graziosi



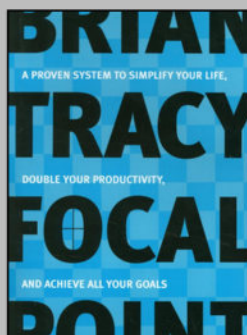
**THE POWER OF ONE MORE**

By: Ed Mylett



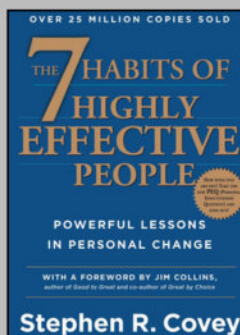
**THE COMPOUND EFFECT**

By: Darren Hardy



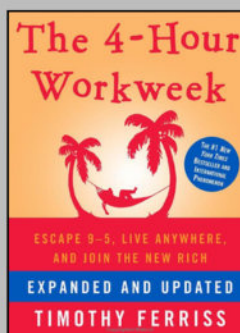
**FOCAL POINT**

By: Brian Tracy



**THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE**

By: Stephen Covey



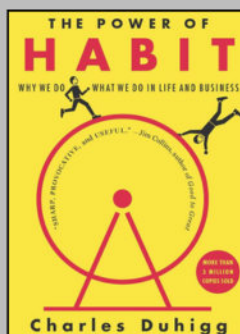
**THE 4-HOUR WORK WEEK**

By: Tim Ferriss



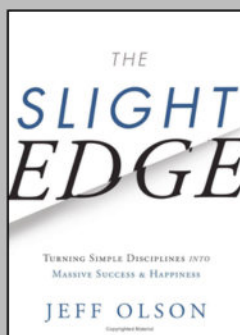
**THE ONE THING**

By: Gary Keller & Jay Papasan



**THE POWER OF HABIT**

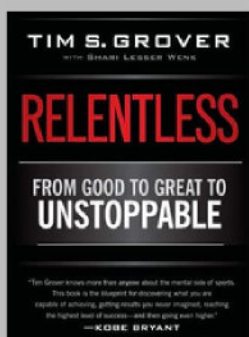
By: Charles Duhigg



**THE SLIGHT EDGE**

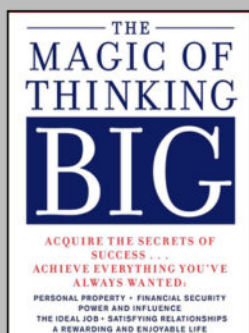
By: Jeff Olson





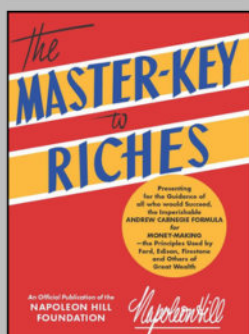
**RELENTLESS**

By: Tim Grover



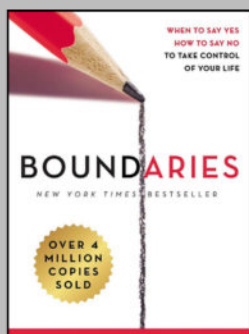
**THE MAGIC OF THINKING BIG**

By: David Schwartz



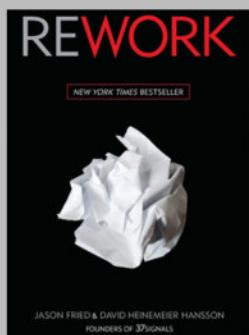
**THE MASTER KEY TO RICHES**

By: Napoleon Hill



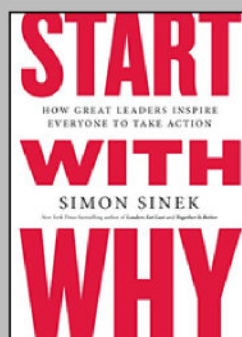
**BOUNDARIES**

By: Dr. John Townsend & Dr. Henry Cloud



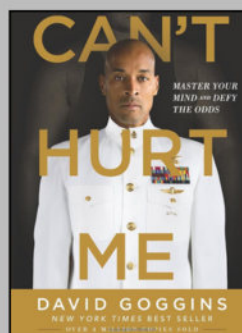
**REWORK**

By: Jason Fried & David Heinemeier Hansson



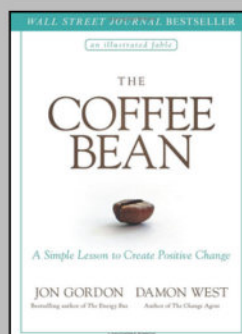
**START WITH WHY**

By: Simon Sinek



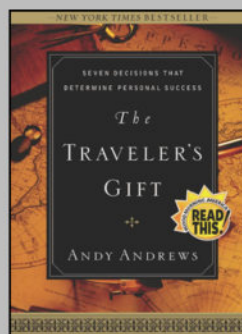
**CAN'T HURT ME**

By: David Goggins



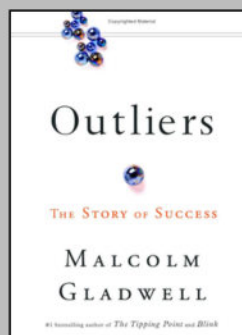
**THE COFFEE BEAN**

By: Damon West & Jon Gordon



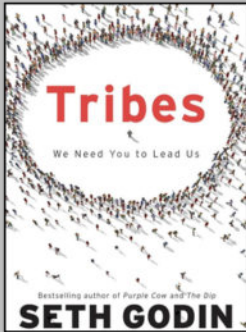
**THE TRAVELER'S GIFT**

By: Andy Andrews

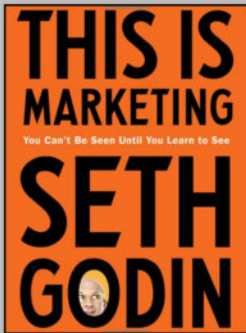


**OUTLIERS**

By: Malcolm Gladwell



**TRIBES**  
By: Seth Godin



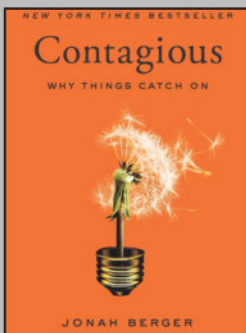
**THIS IS MARKETING**  
By: Seth Godin



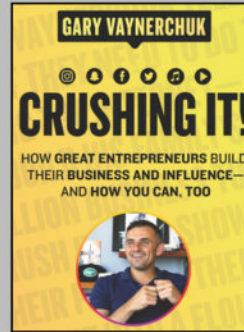
**PURPLE COW**  
By: Seth Godin



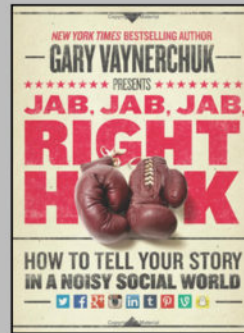
**HOOK POINT**  
By: Brendan Kane



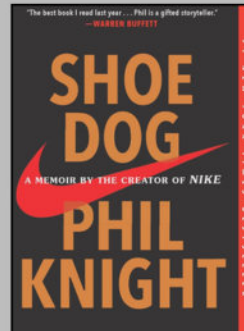
**CONTAGIOUS**  
By: Jonah Berger



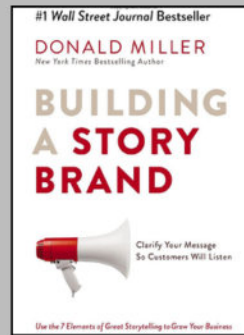
**CRUSHING IT!**  
By: Gary Vaynerchuk



**JAB, JAB, JAB, RIGHT HOOK**  
By: Gary Vaynerchuk



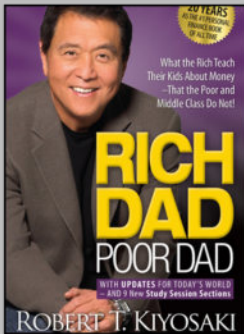
**SHOE DOG**  
By: Phil Knight



**BUILDING A STORY BRAND**  
By: Donald Miller

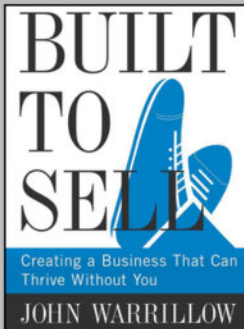


**WHAT TO POST**  
By: Chelsea Peitz



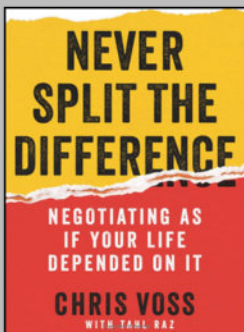
## RICH DAD, POOR DAD

By: Robert Kiyosaki



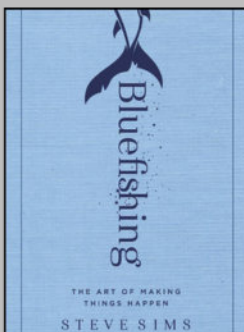
## BUILT TO SELL

By: John Warrillow



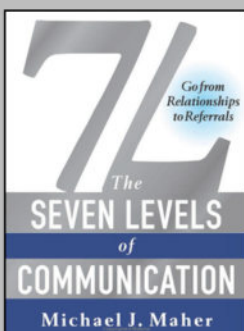
## NEVER SPLIT THE DIFFERENCE

By: Chris Voss &  
Michael Kramer



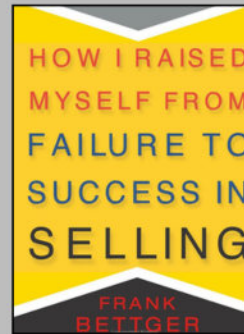
## BLUEFISHING

By: Steve Sims



## THE 7 LEVELS OF COMMUNICATION

By: Michael Maher



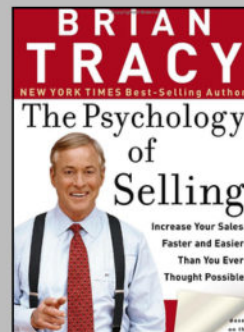
## HOW I RAISED MYSELF FROM FAILURE TO SUCCESS IN SELLING

By: Frank Bettger



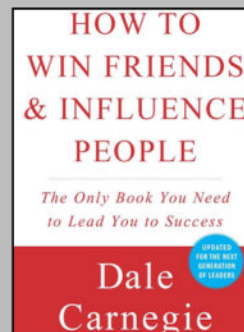
## HIGH TRUST SELLING

By: Todd Duncan



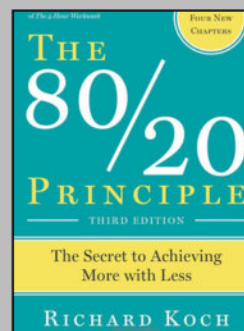
## THE PSYCHOLOGY OF SELLING

By: Brian Tracy



## HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

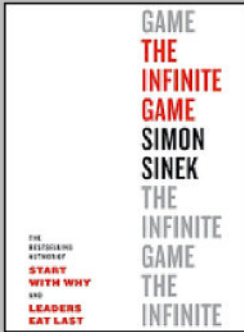
By: Dale Carnegie



## THE 80/20 PRINCIPLE

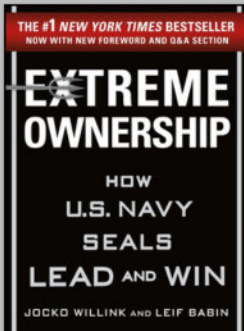
By: Richard Koch





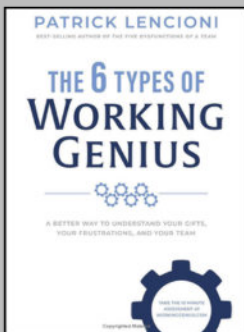
**THE INFINITE GAME**

By: Simon Sinek



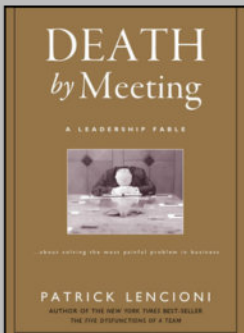
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By: Jocko Willink & Leif Babin



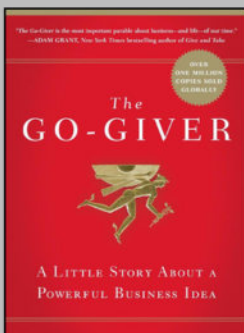
**THE 6 TYPES OF WORKING GENIUS**

By: Patrick Lencioni



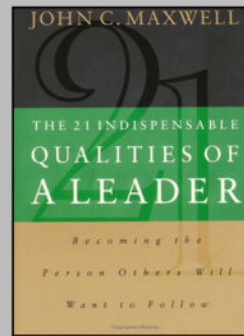
**DEATH BY MEETING**

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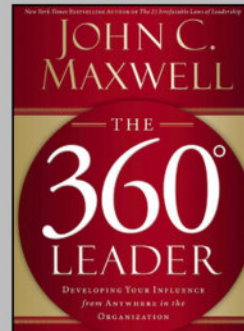
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By: Bob Burg & John David Mann



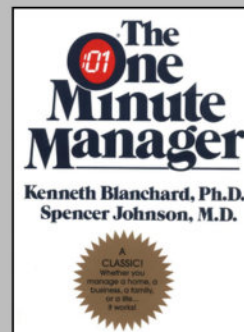
**21 INDESPINSABLE QUALITIES OF A LEADER**

By: John Maxwell



**THE 360 DEGREE LEADER**

By: John Maxwell



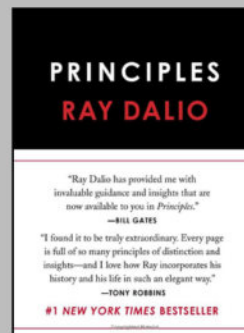
**THE ONE MINUTE MANAGER**

By: Kenneth Blanchard & Spencer Johnson



**THE VIRGIN WAY**

By: Richard Branson



**PRINCIPLES**

By: Ray Dalio