

Nigel's Required Reading List

1. Good to Great: Why Some Companies Make the Leap and Others Don't
2. Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All
3. The Magic of Thinking Big
4. How to Win Friends & Influence People
5. Ego Is the Enemy
6. The Obstacle Is the Way: The Timeless Art of Turning Trials into Triumph
7. Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising
8. Invisible Selling Machine
9. Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com
10. Predictable Prospecting: How to Radically Increase Your B2B Sales Pipeline (Business Books)
11. From Impossible To Inevitable: How Hyper-Growth Companies Create Predictable Revenue
12. How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often
13. 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More
14. Ask : The counterintuitive online formula to discover exactly what your customers want to buy...create a mass of raving fans...and take any business to the next level
15. Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams
16. Rich Dad Poor Dad: What The Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!
17. EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches
18. Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0)
19. Founders Mentality by Zook/Allen (2016-06-07)
20. The Founder's Dilemmas: Anticipating and Avoiding the Pitfalls That Can Sink a Startup (The Kauffman Foundation Series on Innovation and Entrepreneurship)
21. Traction: How Any Startup Can Achieve Explosive Customer Growth
22. The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers
23. Switch: How to Change Things When Change Is Hard
24. The Goal: A Process of Ongoing Improvement
25. Warren Buffett and the Interpretation of Financial Statements: The Search for the Company with a Durable Competitive Advantage
26. Integrity Selling for the 21st Century: How to Sell the Way People Want to Buy
27. The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success
28. Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud
29. The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies
30. Mindset: The New Psychology of Success
31. The Rise of Superman: Decoding the Science of Ultimate Human Performance
32. The Power of Habit: Why We Do What We Do in Life and Business
33. MONEY Master the Game: 7 Simple Steps to Financial Freedom
34. DotCom Secrets: The Underground Playbook for Growing Your Company Online
35. Startup CEO: A Field Guide to Scaling Up Your Business, + Website
36. Simple Numbers, Straight Talk, Big Profits!: 4 Keys to Unlock Your Business Potential
37. The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

38. Raving Fans: A Revolutionary Approach To Customer Service
39. Aligning Strategy and Sales: The Choices, Systems, and Behaviors that Drive Effective Selling
40. The Advantage: Why Organizational Health Trumps Everything Else In Business
41. The Five Dysfunctions of a Team, Enhanced Edition: A Leadership Fable (J-B Lencioni Series)
42. Antifragile: Things That Gain from Disorder (Incerto)
43. Man's Search for Meaning
44. Good Leaders Ask Great Questions: Your Foundation for Successful Leadership
45. The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter, Updated and Expanded
46. Managing (Right) for the First Time
47. The Daily Drucker: 366 Days of Insight and Motivation for Getting the Right Things Done
48. Smarter Faster Better: The Transformative Power of Real Productivity
49. Extreme Ownership: How U.S. Navy SEALs Lead and Win
50. The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life