

Book Name	Book Author
All In Startup	Diana Kander
As a Man Thinketh	James Allen
Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant	W. Chan Kim
Bootstrapper's Bible	Seth Godin
Business Model Generation	Alexander Osterwalder
Crazy Is a Compliment	Linda Rottenberg
Creative Confidence	David Kelley and Tom Kelley
Crossing the Chasm	Geoffrey A. Moore
Dataclysm: Who We Are (When We Think No One's Looking)	Christian Rudder
Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave	Adam Alter
Emotional Intelligence 2.0	Travis Bradberry & Jean Greaves
Everybody Lies	Seth Stephens-Davidowitz
Flow: The Psychology of Optimal Experience	Mihaly Csikszentmihalyi
Give and Take: Why Helping Others Drives Our Success	Adam M. Grant
Good to Great: Why Some Companies Make the Leap...And Others Don't	Jim Collins
Guide to Buying a Small Business	Ed Pendarvis
Guide to Selling Your Small Business	Barbara Findlay Schenck
Hooked: How to Build Habit-Forming Products	Nir Eyal
How to Win Friend and Influence People in Digital Age	Dale Carnegie
How Will You Measure Your Life	Clayton M. Christensen and James Allworth
In The Plex: How Google Thinks, Works, and Shapes Our Lives	Steven Levy
Influence: The Psychology of Persuasion, Revised Edition	Robert Cialdini
Lead True	Jeff Thompson
Leaders Eat Last: Why Some Teams Pull Together and Others Don't	Simon Sinek
Lean Analytics: Use Data to Build a Better Startup Faster (Lean Series)	Alistair Croll
Lean Customer Development: Build Products Your Customers Will Buy (Lean Series)	Cindy Alvarez
One Simple Idea	Stephen Key
Originals: How Non-Conformists Move the World	Adam Grant
Predictably Irrational, Revised and Expanded Edition	Dan Ariely
Purple Cow	Seth Godin
Running Lean: Iterate from Plan A to a Plan That Works (Lean Series)	Ash Maurya
Scale: Seven Proven Principles to Grow Your Business and Get Your Life Back	Jeff Hoffman
Servant Leadership	Robert K. Greenleaf
Silos, Politics, and Turf Wars	Patrick Lencioni

Reading - 2014 to 2018 - Business and Psychology - Brock Waterman

Startup Communities	Brad Feld
The \$100 Startup	Chris Guillebeau
The 4-Hour Work Week	Timothy Ferriss
The 7 Habits of Highly Effective Families	Stephen Covey
The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change	Stephen Covey
The Advantage	Patrick Lencioni
The Art of the Start 2.0	Guy Kawasaki
The Entrepreneur Mind	Kevin Johnson
The Entrepreneurial Bible to Venture Capital	Andrew Romans
The Five Dysfunctions of a Team	Patrick Lencioni
The Founder's Dilemmas	Noam Wasserman
The Hard Thing About Hard Things	Ben Horowitz
The Honest Truth About Dishonesty: How We Lie to Everyone-- Especially Ourselves	Dan Ariely
The Illusions of Entrepreneurship	Scott Shane
The Innovator's Dilemma	Clayton Christensen
The Innovator's DNA	Clayton Christensen
The Innovator's Method	Nathan Furr, Jeff Dyer
The Innovator's Solution	Clayton Christensen
The Lean LaunchPad Educators Teaching Handbook	Steve Blank
The Lean Startup	Eric Ries
The Paradox of Choice: Why More Is Less	Barry Schwartz
The Power of Habit: Why We Do What We Do in Life and Business	Charles Duhigg
The Signal and the Noise: Why So Many Predictions Fail - But Some Don't	Nate Silver
The Speed of Trust	Stephen R. Covey
The Startup Playbook	David Kidder
The Startup Way	Eric Ries
The Third Wave	Steve Case
The Tipping Point: How Little Things Can Make a Big Difference	Malcolm Gladwell
Think Like a Freak	Steven D. Levitt and Stephen J. Dubner
Thinking Fast and Slow	Daniel Kahneman
Tribal Leadership: Leveraging Natural Groups to Build a Thriving Organization	Dave Logan
Triggers: Creating Behavior That Lasts	Marshall Goldsmith
Upstarts!: GenY Entrepreneurs are Rocking the World	Donna Fenn
UX for lean startups: faster, smarter user experience research and design	Laura Klein
Value Proposition Design	Alexander Osterwalder and Yves Pigneur
Word of Mouth Marketing	Andy Sernovitz
Zero to One: Notes on Startups, or How to Build the Future	Peter Thiel and Blake Masters