



# Pavilion

## **Pavilion Reading List**

### **Sales Books**

[Predictable Revenue – Aaron Ross](#)

[Baseline Selling – Dave Kurlan](#)

[Sales Acceleration Formula – Marc Roberge](#)

[Spin Selling – Neil Rackham](#)

[Secrets of Question Based Selling – Thomas Freese](#)

[Behind the Cloud: The Story of Salesforce – Marc Benioff](#)

[Hacking Sales – Max Altschuler](#)

[The Challenger Sale – Matt Dixon](#)

[The Challenger Customer – Matt Dixon, Brett Adamson](#)

[The Sales Development Playbook – Trish Bertuzzi](#)

[Never Split the Difference – Chris Voss \(phenomenal perspective on negotiation\)](#)

### **Marketing Books**

[Play Bigger – Al Ramadan, Dave Peterson, Chris Lohead](#)

[Marketing Metaphoria – Zaltman](#)

### **Startup Books**

[Crossing the Chasm – Geoff Moore](#)

[4 Steps to the Epiphany – Steve Blank](#)

[The Innovators Dilemma - Clayton Christensen](#)

[Here Comes Everybody - Clay Shirky](#)

[The Everything Store \(Story of Amazon\) - Brad Stone](#)

[Bad Blood - John Carreyrou](#)

[In the Plex \(Story of Google\) - Steven Levy](#)

### Management Books

[High Output Management - Andy Groves](#)

[The 5 Dysfunctions of a Team - Patrick Lencioni](#)

[The Advantage - Patrick Lencioni](#)

[First Break All The Rules - Curt Coffmann](#)

[Predictive Leadership - Kirk Dando](#)

[Hard Thing About Hard Things - Ben Horowitz](#)

[Why Should Anyone Be Led By You - Rob Goffee and Gareth Jones](#)

### Human Psychology

[Thinking Fast & Slow - Daniel Kahneman](#)

[Influence - Robert Cialdini](#)

[Persuasion - Robert Cialdini](#)

[Setting the Table: The Transforming Power of Hospitality in Business - Danny Meyer](#)

### SaaS / Startup Blogs

[Jason Lemkin](#)

[Tomasz Tunguz](#)

[Dave Skok](#)

[Joel York](#)

[Lincoln Murphy](#)

[Fred Wilson](#)

[Bill Gurley](#)

### Sales Blogs

[John Barrows](#)

[Dave Kurlan](#)

[Aaron Ross](#)

[Max Altschuler – Sales Hacker](#)

### Podcasts

[The Pavilion Podcast](#) – The Pavilion Podcast features guests and conversations from the RC community.

[SaaStr](#) – their goal is to help everyone get from et from \$0 to \$100 Million in ARR with less stress and more success

[Sales Hacker](#) – Learn the latest B2B sales tips, tactics, strategies & technology from the industry's top thought leaders.