## Books:

**Business Inspiration** 

- Richard Branson: Losing my virginity
- Jessica Livingston: Founders at Work
- <u>A book about Innocent</u>

## Mindset Change:

- Ryan Holiday: Ego is the Enemy
- Ryan Holiday: The Obstacle is the Way
- Robert Greene: Mastery
- Steven Pressfield: The War of Art
- Charles Duhigg: The Power of Habit
- Angela Duckworth: Grit
- Ray Dalio: Principles

## Networking:

• Keith Ferrazzi: Never Eat Alone

# Productivity:

- Sean Covey: 4 Disciplines of Execution
- Greg McKeown: Essentialism
- Tim Ferriss: Tools of Titans
- Tim Ferriss: The Four Hour Work Week

# Business Strategy:

Clayton Christensen: The Innovator's Dilemma

## Management:

- Ed Catmull: Creativity Inc.
- Jason Fried: ReWork
- Ben Horowitz: The hard thing about hard things

## Customer Research

• Rob Fitzpatrick: The Mom Test

## Startup Manuals:

- Eric Ries: The lean startup
- Peter Thiel: Zero to One

## Startup Finance

• Brad Feld: Venture Deals

## **Biographies:**

- Walter Isaacson: Benjamin Franklin
- Walter Isaacson: Steve Jobs
- Ashlee Vance: Elon Musk
- William Manchester / Paul Reid: Winston Churchill defender of the realm

## Freelancing:

• Cal Newport: So good they can't ignore you.

## Blogs:

- Startup News:
  - Techcrunch.com
  - Pandodaily.com
  - Recode.net
  - Fastcompany.com
  - Wired.com

- o gizmodo.com
- Venture Capital
  - Both Sides of the Table
- Self-discipline, stoicism, overcoming obstacles:
  - o Ryanholiday.net
  - James Altucher's blog, particularly this blog post
- Overall genius:
  - waitbutwhy.com
- Challenges of a small business
  - www.groovehq.com/blog/
- General marketing:
  - <u>sethgodin.com</u> (subscribe to his email newsletter)
- Productivity:
  - calnewport.com
  - Facebook marketing:
    - Wordstream.com
    - $\circ \quad \text{adespresso.com} \\$

## Podcasts:

A podcast is like an online radio show, something you can listen to on your phone.

Go to the app store / google play and download the app <u>Overcast</u> and search for the following podcasts:

- This Week In Startups
- Tim Ferriss Show
- Duct Tape Marketing
- Startup Podcast
- Tropical MBA
- Mixergy

## Video series

• <u>Valuetainment</u> Youtube Channel - great to get a kick up the ass and work super hard. This guy says: 60 hours per week is nothing. You need to work 80 hours a week. Consistently.

Download old episodes or just listen when a new episode comes out.

Listen to them while doing something else where you don't have to switch on your brain: Cooking, cleaning up around the house, driving, in the gym...

Those would be some of my favourites, but here's a much bigger list compiled by Steve Blank: <u>https://steveblank.com/tools-and-blogs-for-entrepreneurs/</u>

Have another suggestion? Tweet me @mbohanes