

Lincoln's Recommended Books

An incomplete list

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When it comes to Customer-centric Growth, understanding the way humans behave is the most important thing. Tactics, gimmicks, and hacks change... humans evolve a little slower:

Some of these books changed my life, some had nuggets of gold buried in them... all are worth your time and energy.

These are listed in no particular order

Psychology and Persuasion

- [The Yoga Sutras of Patanjali: Commentary on the Raja Yoga Sutras](#) by Sri Swami Satchidananda
- [Influence: The Principles of Persuasion](#) by Robert Cialdini
- [Pre-Suasion: A Revolutionary Way to Influence and Persuade](#) by Robert Cialdini
- [Think Again: The Power of Knowing What You Don't Know](#) by Adam Grant
- [Flip the Script: Getting People to Think Your Idea Is Their Idea](#) by Oren Klaff
- [Social Engineering: The Art of Human Hacking](#) by Christopher Hadnagy
- [Scarcity: Why Having Too Little Means So Much](#) by Sendhil Mullainathan
- [The Power Paradox: How We Gain and Lose Influence](#) by Dacher Keltner
- [Negotiating the Nonnegotiable: How to Resolve Your Most Emotionally Charged Conflicts](#) by Daniel Shapiro
- [Payoff: The Hidden Logic That Shapes Our Motivations](#) by Dan Ariely
- [The Power of Habit: Why We Do What We Do in Life and Business](#)
- [Hooked: How to Build Habit-Forming Products](#)
- [Gaslighting: Recognize Manipulative and Emotionally Abusive People--and Break Free](#) by Stephanie Moulton Sarkis
- [Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal](#) by Oren Klaff
- [The Confidence Game: Why We Fall for It . . . Every Time](#) by Maria Konnikova

Design / Communication / Experience

- [Nonviolent Communication: Life-Changing Tools for Healthy Relationships](#) by Marshall B. Rosenberg
- [The Design of Everyday Things](#) by Don Norman

- [The Courage to Be Disliked: The Japanese Phenomenon That Shows You How to Change Your Life and Achieve Real Happiness](#) by Ichiro Kishimi & Fumitake Koga

Leadership / Management

- [Leadership Strategy and Tactics: Field Manual](#) by Jocko Willink
- [Tribe: On Homecoming and Belonging](#) by Sebastian Junger
- [Multipliers: How the Best Leaders Make Everyone Smarter](#) Liz Wiseman
- [Give and Take: Why Helping Others Drives Our Success](#) by Adam M. Grant
- [The 4 Disciplines of Execution: Achieving Your Wildly Important Goals](#)
- [Mindset: The New Psychology of Success](#) by Carol S. Dweck
- [The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Cultures](#) by Erin Meyer
- [Boundaries: When to Say Yes, How to Say No To Take Control of Your Life](#) by Henry Cloud & John Townsend
- [The First 90 Days, Updated and Expanded: Proven Strategies for Getting Up to Speed Faster and Smarter](#) by Michael Watkins
- [The Great CEO Within: The Tactical Guide to Company Building](#) by Matt Mochary
- [Building the Best: 8 Proven Leadership Principles to Elevate Others to Success](#) by John Eades
- [Navigating Corporate Politics](#) by Tom Spears
- [Secrets to Winning at Office Politics: How to Achieve Your Goals and Increase Your Influence at Work](#) by Marie G. McIntyre

Entrepreneurship / Motivation / Success

- [Lean Customer Development: Building Products Your Customers Will Buy](#)
- [The Why Axis: Hidden Motives and the Undiscovered Economics of Everyday Life](#)
- [Anything You Want: 40 Lessons for a New Kind of Entrepreneur](#)
- [Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone](#) by Brené Brown
- [Barking Up the Wrong Tree: The Surprising Science Behind Why Everything You Know About Success Is \(Mostly\) Wrong](#) by Eric Barker
- [Underbug: An Obsessive Tale of Termites and Technology](#) by Lisa Margonelli
- [Principles: Life and Work](#) by Ray Dalio
- [Built to Sell: Creating a Business That Can Thrive Without You](#) by John Warrillow