

## Recommended Reading List:

- Mastering the Rockefeller Habits* – Verne Harnish
  - Scaling Up* – Verne Harnish
  - Good To Great* – Jim Collins
  - The Five Dysfunctions of a Team* – Patrick Lencioni
  - Multipliers* – Liz Wizeman
  - The Ultimate Question 2.0* – Fred Reichheld
  - The New Experts* – Bob Bloom
  - Built To Sell* – John Warrillow
  - Top Grading* – Bradley Smart
  - NOW, Discover Your Strengths*– Marcus Buckingham
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### Cash:

- Driving Excellence* – Mark Aesch
  - High Stakes Negotiations* –Dr. Victoria Medvec
  - Built To Sell* – John Warrillow
  - Make Banks Compete to Lend You Money* – Rich Russakoff
  - The Great Game of Business* – Jack Stack
  - The Soul of Money* – Lynne Twist
  - Finance for Non-Financial Managers* – Gene Siciliano
  - The Balanced Scorecard* – Robert Kaplan & David Norton
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### People:

- Emotional Intelligence* – Daniel Coleman
- WHO* – Goeff Smart and Randy Street
- Bringing Out the Best in People* – Aubrey Daniels
- NOW, Discover Your Strengths* – Marcus Buckingham & Donald O. Clifton, Ph.D.
- Multipliers* – Liz Wiseman
- What Got You Here Won't Get You There* – Marshall Goldsmith
- DRIVE* – Daniel Pink
- The FIVE Dysfunctions of a Team* – Patrick Lencioni

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**Strategy:**

- Purple Cow* – Seth Godin
- Good to Great* – Jim Collins
- Blue Ocean Strategy* – W. Chan Kim
- The Startup Owner's Manual* – Steve Blank and Bob Dorf
- Big Think Strategy* – Bernd Schmitt
- The Inside Advantage* – Robert H. Bloom
- The Mind of the Strategist* – Kenichi Ohmae
- Business Model Generation* – Alexander Osterwalder

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**Execution:**

- Ruthless Execution* – Amir Hartman
  - SWITCH* – Chip Heath & Dan Heath
  - Execution Without the Drama* – Patrick Thean
  - The Checklist Manifesto* – Atul Gawande
  - Six Disciplines Execution Revolution* – Gary Harpst
  - Mastering the Rockefeller Habits* – Verne Harnish
  - The Ultimate Question 2.0* – Fred Reichheld
  - Execution* – Larry Bossidy & Ram Charan
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