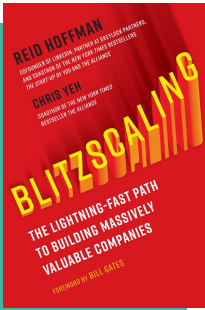


# BOOK BITES

Carefully Curated by the Community at



**GrowthTribe**



# 01.

## Blitzscaling

**Read Hoffman & Chris Yeh**

*Once you've hit product-market fit, grow faster than anyone, optimise later. Think speed over efficiency and market share over profit margins.*

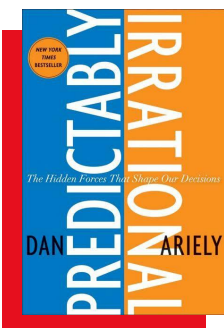


# 02.

## Peak

**Anders Ericsson & Robert Pool**

*Talent is overrated, to become an expert, to reach peak performance, use deliberate practice.*

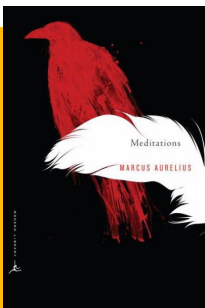


# 03.

## Predictably Irrational

**Dan Ariely**

*Your brain is constantly playing tricks on you. 9 and 7 are the best converting numbers.*

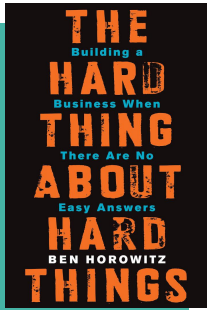


# 04.

## Meditations

**Marcus Aurelius**

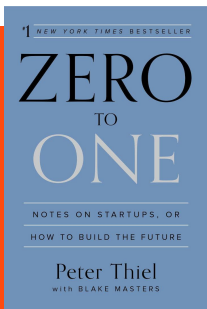
*Dive into the private thoughts of the most powerful man in the world.*



## 05. The Hard Thing about Hard Things

**Ben Horowitz**

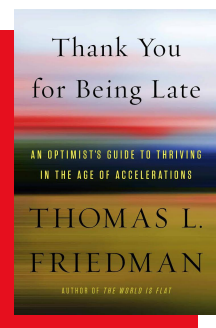
*Building businesses is hard, and brutal honesty trumps hypocritical politeness.*



## 06. Zero to One

**Peter Thiel**

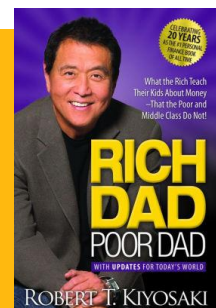
*Find a secret no-one knows, build a monopoly and be a contrarian.*



## 07. Thank You For Being Late

**Thomas L. Friedman**

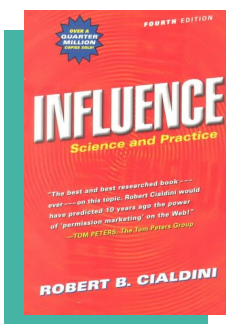
*The rate of change is increasing faster than we can adapt.*



## 08. Rich Dad Poor Dad

**Robert Kiyosaki**

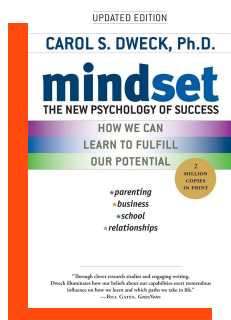
*Challenges the popular belief that your house is an asset, details the differences between how rich people and average people choose to get paid, and emphasises the critical difference between an asset and a liability.*



## 09. Influence

**Robert B. Cialdini**

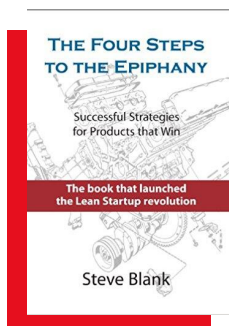
*There are six powerful techniques to persuade people. Social proof and scarcity are the most powerful.*



## 10. Mindset

**Carol Dweck**

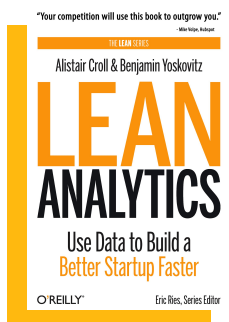
*Embrace lifelong learning and congratulate kids on their efforts rather than their intelligence.*



## 11. The Four Steps to the Epiphany

**Steve Blank**

*Talk to your customers before and after you build something, pivot if you don't get enough validation.*

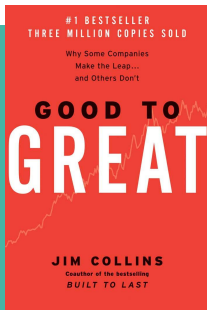


## 12. Lean Analytics

**Alistair Croll, Benjamin Yoskovitz**

*Become data-driven and focus on one metric that matters.*



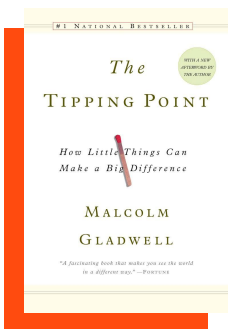


13.

## Good To Great

**Jim Collins**

*Companies become great by narrowing their focus on the resources they have in their field of key competence.*

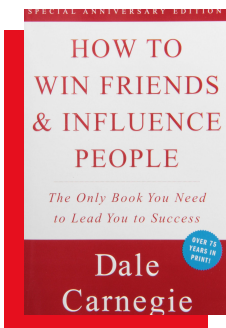


14.

## The Tipping Point

**Malcolm Gladwell**

*Ideas, products, messages and behaviors "spread just like viruses do".*

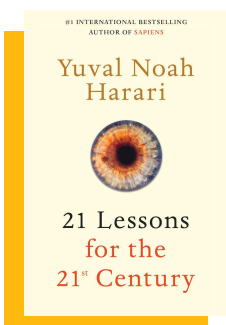


15.

## How to Win Friends and Influence People

**Dale Carnegie**

*15-20 principles on how to act in order to make other people do what you want.*

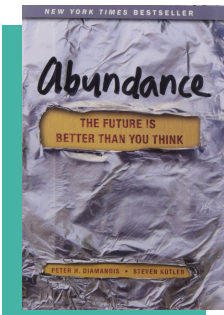


16.

## 21 Lessons for the 21st Century

**Yuval Noah Harari**

*Focuses on the biggest questions of the present moment.*

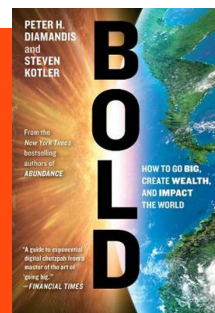


17.

## Abundance

**Peter H. Diamandis & Steven Kotler**

*The future is much brighter than you think, and much of that is thanks to technology.*

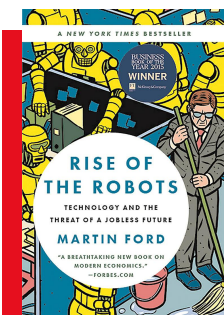


18.

## Bold

**Peter H. Diamandis & Steven Kotler**

*Exponential organisations have models that require less people to achieve faster growth.*

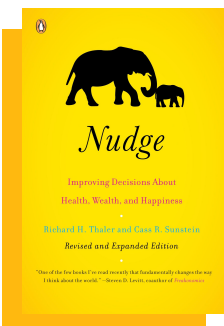


19.

## Rise of the Robots

**Martin Ford**

*The mid-term economic implications of AI are much more devastating than longer term super intelligence.*

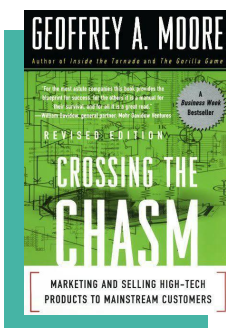


20.

## Nudge

**Richard H. Thaler & Cass R. Sunstein**

*We're full of cognitive biases that make us take bad decisions.*

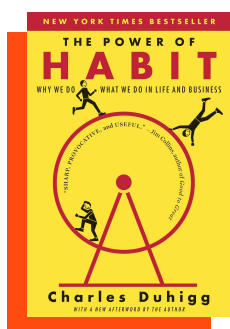


21.

## Crossing the Chasm

**Geoffrey A. Moore**

*Finding early adopters is hard enough but the ability to cross the chasm over to mainstream will make or break you.*

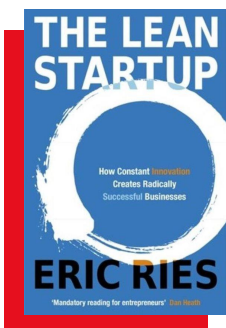


22.

## The Power of Habit

**Charles Duhigg**

*How can habits be studied, triggered and trained to achieve personal or business growth?*

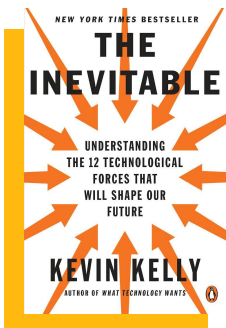


23.

## Lean Startup

**Eric Ries**

*Build, measure, learn and get user feedback asap!*

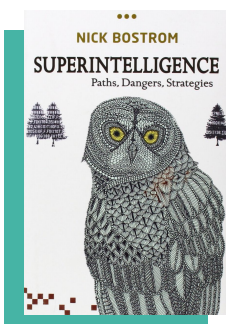


24.

## The Inevitable

**Kevin Kelly**

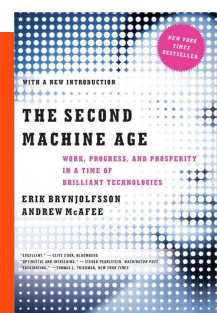
*One of the world's best predictors helps you understand the 12 technological forces that are going to shape tomorrow.*



## 25. Superintelligence

**Nick Bostrom**

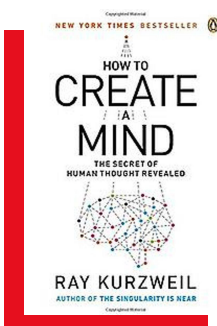
*Artificial intelligence will surpass the human race, they will regard us as we regard mice.*



## 26. The Second Machine Age

**Erik Brynjolfsson & Andrew McAfee**

*The creation of true machine intelligence and the connecting all humans over digital networks are the most important changes to come.*



## 27. How to Create a Mind

**Ray Kurzweil**

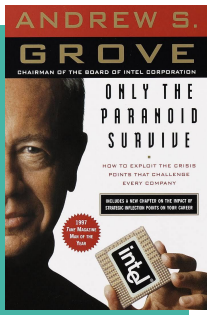
*The brain contains a hierarchy of pattern recognisers and a digital version of this design could be used to create artificial intelligence.*



## 28. The Fourth Industrial Revolution

**Klaus Schwab**

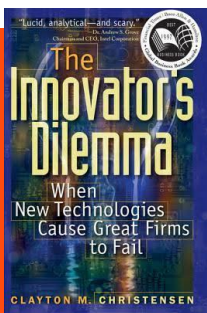
*We are on the brink of the Fourth Industrial Revolution. And this one will be unlike any other in human history.*



## 29. Only the Paranoid Survive

**Andy S. Grove**

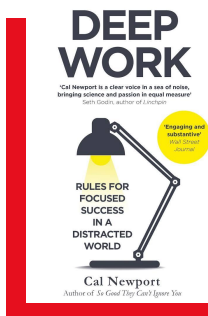
*Don't get comfortable, you can be disrupted at any second. When that moment hits, your current strategy will go out the window.*



## 30. The Innovator's Dilemma

**Clayton M. Christensen**

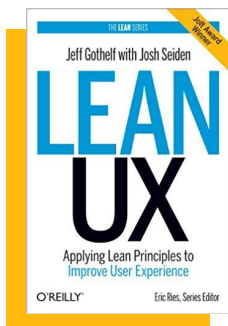
*Your organisation's short term reliable gains are blocking your business from long term counter-intuitive survival.*



## 31. Deep Work

**Cal Newport**

*You can only focus on deep work for 4 hours per day, make use of it (#no open office plans).*



## 32. Lean UX

**Jeff Gothelf & Josh Seiden**

*Focusing on the user, working in fast iterations and collaborating in cross-functional teams allows for better products.*





*Expect the unexpected, paradigm shifting events  
can't be predicted.*



*Build antifragile systems that thrive on shocks and unexpected events.*

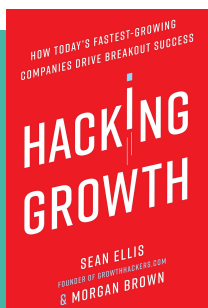


*A manager's best tool is a regular face-to-face with team members.*



*Gives counterintuitive ideas that will inspire and provoke you on how to be more productive, how to cut through the shit*

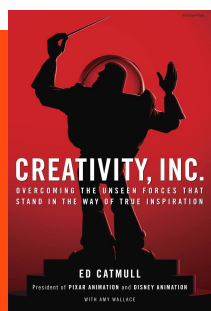




## 37. Hacking Growth

**Sean Ellis & Morgan Brown**

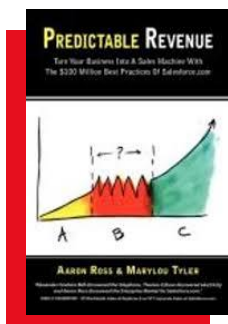
*The definitive playbook by the pioneers of Growth Hacking.*



## 38. Creativity Inc.

**Ed Catmull & Amy Wallace**

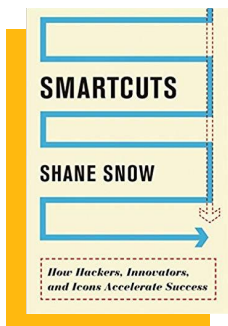
*Some keys to creativity are teamwork, empowerment and letting people decorate their desks.*



## 39. Predictable Revenue

**Aaron Ross**

*Cold outreach works, build a strong compartmentalised SDR process and cold call people with "who should I talk to in your company"*



## 40. Smartcuts

**Shane Snow**

*Don't search for the shortcut, search for the smartcut and you will get there faster.*



**Adam L. Penenberg**

# 42.

## John Warrillow

# 43.

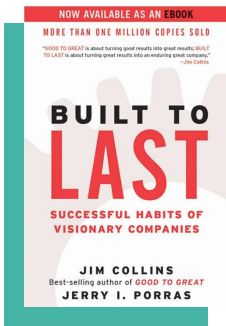
## Brad Stone

# 44.

## Hermann Simon



**GrowthTribe** +



45.

## Built To Last

Jim Collins & Jerry I Porras

*Be like a cult. What is your company's Big Hairy Audacious Goal (BHAG)?*

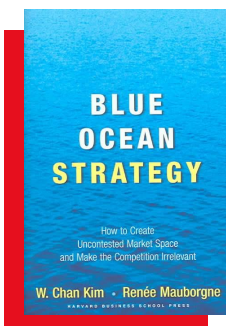
new york times bestseller  
noise and the noi  
the signal and th  
and the noise an  
the noise and th  
why so many noi  
predictions fail—  
but some don't th  
and the noise an  
nate silver the n

46.

## The Signal and the Noise

Nate Silver

*Careful with predictions, they're full of overconfidence and biases.*

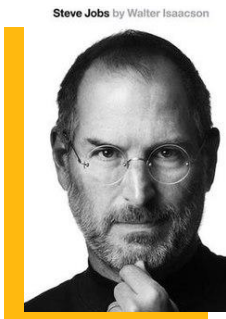


47.

## Blue Ocean Strategy

W. Chan Kim & Renée Mauborgne

*Find a new niche and you will have no competitors.*

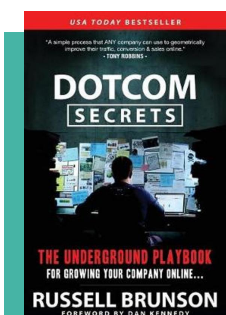


48.

## Steve Jobs

Walter Isaacson

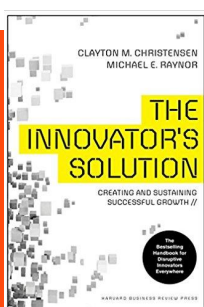
*Being a visionary, trusting your intuition and focus are vital keys to innovation and growth.*



## 49. Dotcom Secrets

**Russell Brunson**

*How to build funnels and sell high ticket products.*



## 50. The Innovator's Solution

**Clayton M. Christensen**

*Focus on two types of innovation: "sustaining", which modifies something existing and "disruptive" innovation which changes the playing field radically.*

## Making Websites Win

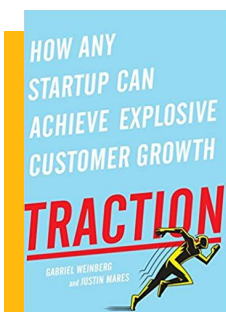
Apply the customer-centric methodology that has doubled the sales of many leading websites

Dr Karl Banks & Ben Jenison  
Founders of Conversion Rate Experts  
Foreword by Anirath Kashish  
Digital Marketing Evangelists, Google

## 51. Making Websites Win

**Dr Karl Banks & Ben Jenison**

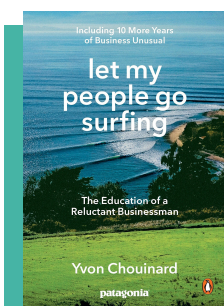
*Apply the customer centric methodology that has doubled the sales of many leading websites.*



## 52. Traction

**Gabriel Weinberg & Justin Mares**

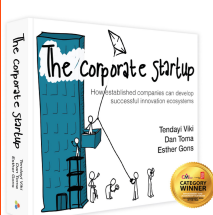
*There are 19 main channels to acquire customers. Be creative and focus on a few.*



## 53. Let My People Go Surfing

**Yvon Chouinard**

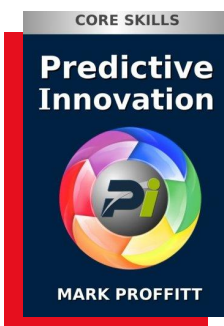
*How a 100 year vision creates an impactful company (#patagonia).*



## 54. The Corporate Startup

**Tendayi Viki, Dan Toma, Esther Gons**

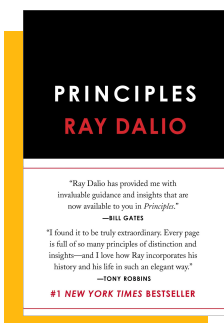
*Innovation within corporates: innovation thesis, portfolio, corporate startup building and metrics.*



## 55. Predictive Innovation: Core Skills

**Mark Proffitt**

*A structured way of thinking that allows you to see what customers will want, in advance, and how to most profitably make it using readily available resources.*

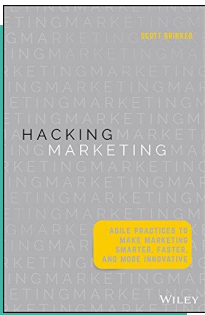


## 56. Principles

**Ray Dalio**

*Unconventional principles about life and work.*

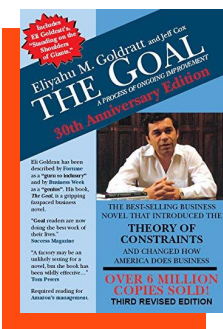




## 57. Hacking Marketing

**Scott Brinker**

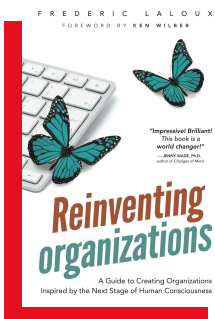
*Agile Practices to make marketing smarter, faster and more innovative.*



## 58. The Goal

**Eliyahu M. Goldratt**

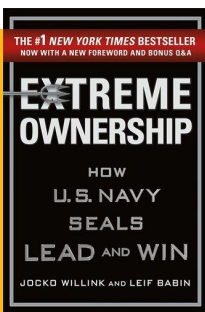
*If you do anything in manufacturing, distribution, production, supply chain or operations, read this book.*



## 59. Reinventing Organizations

**Frédéric Laloux**

*How to build organisations with a decentralised decision making structure i/o hierarchical one.*

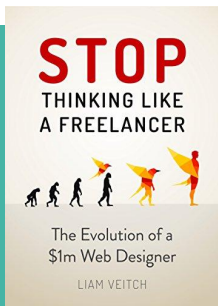


## 60. Extreme Ownership

**Jocko Willink and Leif Babin**

*Learn how to take, manage and expect ownership. How to apply leadership principles from the battlefield to business.*



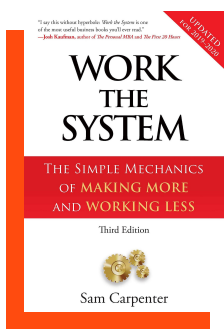


61.

## Stop Thinking Like a Freelancer

Liam Veitch

*The title says it all!*

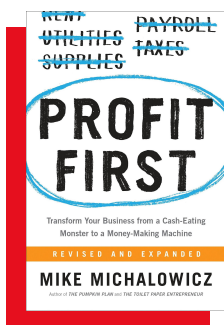


62.

## Work the System

Sam Carpenter

*Breaking things down into individual systems, strive for "Off-The-Street" simplicity, documenting carefully and improving when possible.*



63.

## Profit First

Mike Michalowicz

*~~Income - expenses = profit~~ > Income - profit = expenses.*



64.

## MAKE

Pieter Levels

*The practical indie bootstrap guide to healthy, scalable and automatable businesses.*



*You can prototype and test new products and business models in 5 days (and leave you mobile phone at the door).*



*An ancient Chinese military treatise on strategy and tactics which can be applied to modern businesses.*

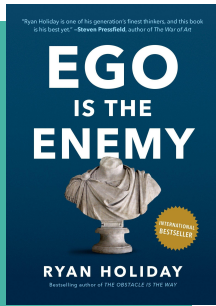


*Explains the difference between the biological and cultural influences that formed our society.*



## Chris Voss and Tahl Raz

*Don't be afraid to negotiate hard, start super low or super high.*

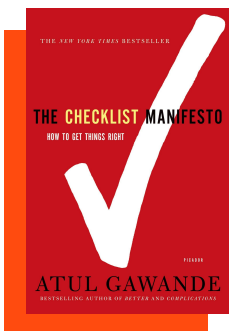


69.

## Ego Is The Enemy

Ryan Holiday

*Ego impedes on your success, yet it can be managed and directed.*

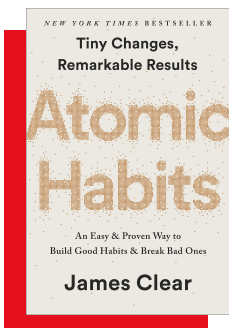


70.

## The Checklist Manifesto

Atul Gawande

*Make checklists, your mind will be at ease and you'll avoid mistakes.*

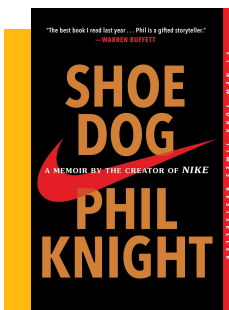


71.

## Atomic Habits

James Clear

*Focus on improving your daily / weekly system, not on goals. Get one percent better everyday.*

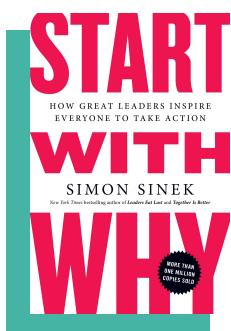


72.

## Shoe Dog

Phil Knight

*Building a successful business is hard and takes forever.*

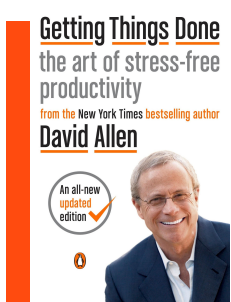


73.

## Start With Why

**Simon Sinek**

*How great leaders inspire everyone to take action.*

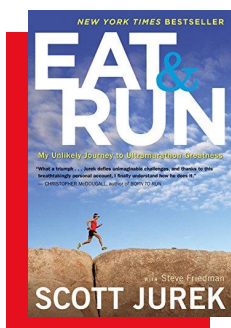


74.

## Getting Things Done

**David Allen**

*Continuously write all your thoughts down somewhere or your brain will hate you.*

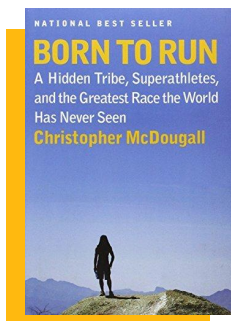


75.

## Eat & Run

**Scott Jurek**

*90% of running a 156k marathon is a mental challenge. And well, the other 10% too.*

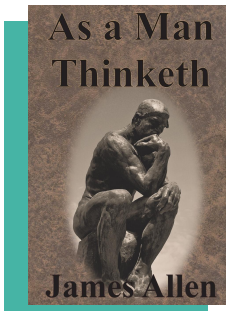


76.

## Born to Run

**Christopher McDougall**

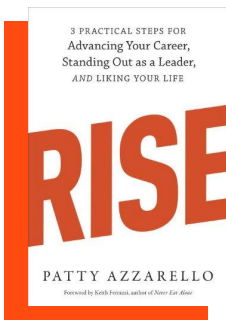
*Do sports to enjoy it, not just to hit goals.*



## 77. As A Man Thinketh

**James Allen**

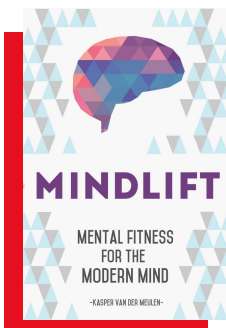
*Harness the power of your thoughts and have an attitude of a positive, successful person.*



## 78. Rise

**Patty Azzarello**

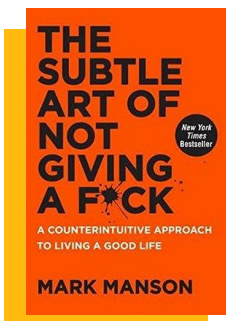
*Great advice on how to be good in your job and how to get promoted ASAP. Very practical and action oriented.*



## 79. Mindlift

**Kasper van der Meulen**

*Laser focus - mental fitness for the modern mind.*



## 80. The Subtle Art of Not Giving a F\*ck

**Mark Manson**

*The acceptance of negative experiences is a positive experience in itself.*



## Stephen R. Covey

# 82.

## Cal Newport

# 83.

## Cal Newport

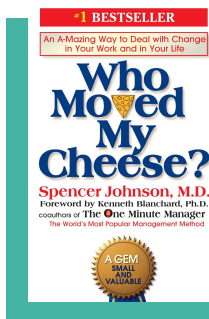
# 84.

## David Waller

*Different stories and tactics on how individuals and companies managed to build up or recover their reputations.*



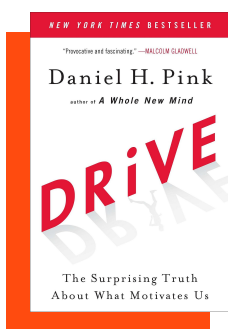




## 85. Who Moved my Cheese

**Spencer Johnson**

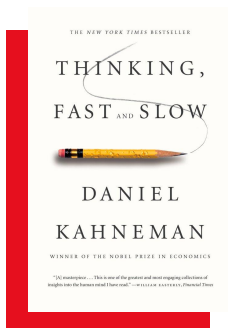
*How to develop a resistance to changes.*



## 86. Drive

**Daniel H. Pink**

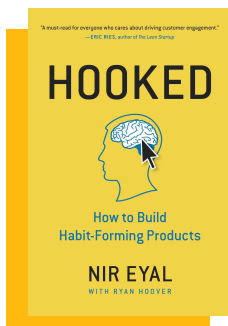
*There are much stronger incentives than money, such as self-direction and creating new things.*



## 87. Thinking Fast and Slow

**Daniel Kahneman**

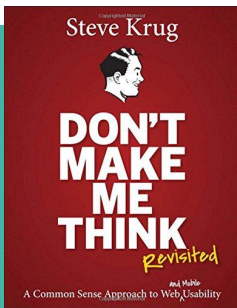
*Human behavior as it relates to intuitive vs critical thinking.*



## 88. Hooked

**Nir Eyal**

*Triggers, variable rewards and frictionless interfaces make globally successful tech products addictive.*

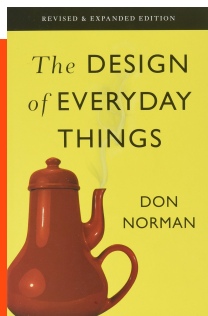


89.

## Don't Make Me Think

**Steve Krug**

*Design web interfaces that are intuitive and require low cognitive overhead.*

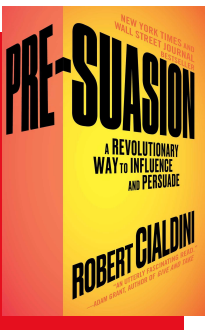


90.

## The Design Of Everyday Things

**Don Norman**

*Make products that are simple and functional.*

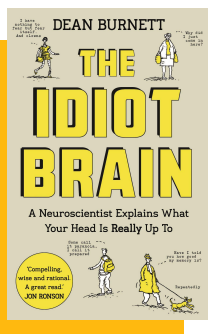


91.

## Pre-suasion

**Robert B. Cialdini**

*How to create the perfect environment to influence people.*

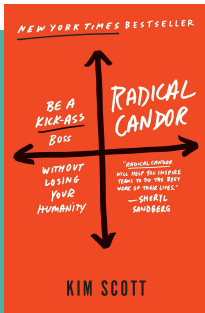


92.

## The Idiot Brain

**Dean Burnett**

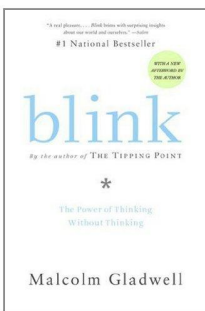
*A neuroscientist explains the workings of the body's most complex organ and how it is responsible for features such as memory, fear, and anger.*



## 93. Radical Candor

**Kim Scott**

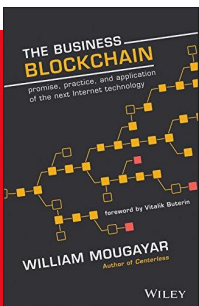
*Be a kickass boss without losing your humanity.*



## 94. Blink

**Malcolm Gladwell**

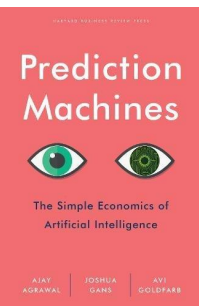
*Listening to your gut feeling is often much more efficient than conscious deliberating.*



## 95. The Business Blockchain

**William Mougayar**

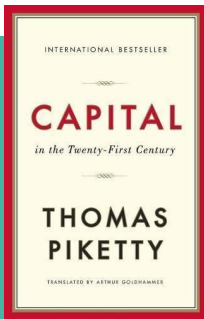
*Blockchain as a combination of game theory, software engineering and cryptography.*



## 96. Prediction Machines

**Ajay Agrawal et al.**

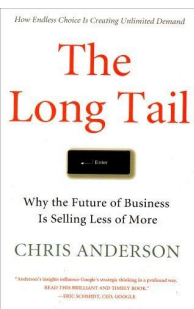
*Supervised learning is now cheaper and more accurate and a substitute for not only repetitive but predictable tasks.*



## 97. Capital

**Thomas Piketty**

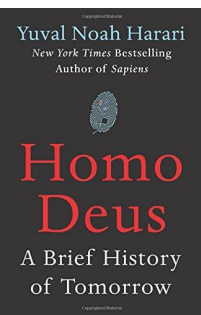
*Differences between the ultra rich and the rest of the population will lead to increasing instability.*



## 98. The Long Tail

**Chris Anderson**

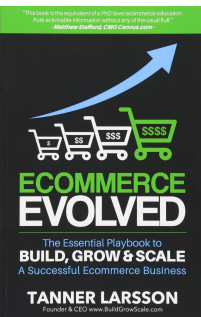
*The internet is creating an infinite number of business niches.*



## 99. Homo Deus

**Yuval Noah Harari**

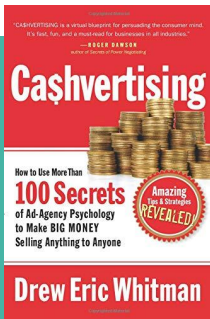
*Our grandchildren will look back on the meat industry as a barbaric genocide if we won't be subjected to the same fate by our AI overlords.*



## 100. Ecommerce Evolved

**Tanner Larsson**

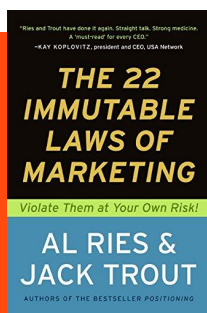
*Overview of how to optimise an ecommerce.*



# 101. Cashvertising

**Drew Eric Whitman**

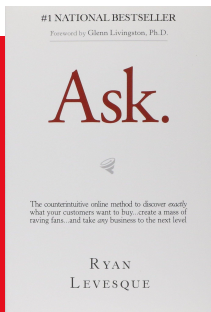
*Provides comparisons between different types of ads and their success rates in percentages, tips for making a headline in ad work.*



# 102. The 22 Immutable Laws of Marketing

**Al Ries & Jack Trout**

*Important marketing rules to succeed in your business.*



# 103. Ask

**Ryan Levesque**

*How to segment your audience starting from a survey.*

# ALWAYS BE LEARNING!

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**GrowthTribe**