EntreLeadership®

Reading Guide

100 Books Every Small-Business Owner Needs to Read

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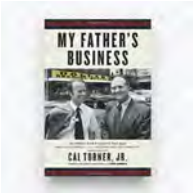
Biographies



1. The Boys in the Boat

BY DANIEL JAMES BROWN

If you ever doubted the incredible power of teamwork, this biography of the 1936 US Olympic rowing team will change your mind.



2. My Father's Business

BY CAL TURNER Podcast Episode 273

Dollar General CEO Cal Turner Jr. shares his family's entrepreneurial story and the wisdom that turned their small enterprise into a national powerhouse.



3. The Search for God and Guinness

BY STEPHEN MANSFIELD Podcast Episode 135

Whether you are a beer enthusiast or hate the stuff, you're going to love this book. Stephen Mansfield shares the history of Guinness, one of the world's most famous brands.



4. Shoe Dog

BY PHIL KNIGHT

Meet the man behind the swoosh. The founder of Nike, Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands.



5. Team of Rivals

BY DORIS KEARNS GOODWIN

Team of Rivals may be a biography about Lincoln, but Doris Kearns Goodwin has also written one of the best leadership books on the planet. Stop what you are doing right now and get this book.

"I believe biographies are one of the best resources for personal growth."

KEN COLEMAN

Business Skills



6. Alive at Work

BY DANIEL M. CABLE Podcast Episode 270

A social psychologist and professor, Daniel M. Cable takes leaders into the minds of workers and reveals the surprising secret to restoring their zest for work. It's the guide you need to tap into the passion, creativity, and purpose of every person on your team.



7. Business Boutique

BY CHRISTY WRIGHT Podcast Episode 227

Business Boutique is a life-changing handbook from the heart of Christy Wright, creator of the Business Boutique movement. It offers a step-by-step plan to take the ideas in your head and turn them into a business that brings in some serious income.



8. Deep Work

BY CAL NEWPORT Podcast Episode 182

Deep Work shows you how to focus without distraction on cognitively demanding tasks. It's an indispensable guide for anyone seeking focused success in a distracted world.



9. The Hard Thing About Hard Things

BY BEN HOROWITZ

Outside of being one of our favorite titles, this book by the cofounder of Andreessen Ben Horowitz offers essential advice on building and running a start-up—drawing from Horowitz's personal experiences.



10. Never Split the Difference

BY CHRIS VOSS Podcast Episode 180

In *Never Split the Difference*, a former international hostage negotiator for the FBI offers a new field-tested approach to high-stakes negotiations, whether in the boardroom or at home.

RECOMMENDED

Amazon's **Jeff Bezos** is an avid reader, averaging about three books per month. In an interview with Fast Company, he listed his favorite business book as *Built to Last* by Jim Collins.

Communication



11. Crucial Conversations

BY JOSEPH GRENNY, KERRY PATTERSON, RON MCMILLAN AND AL SWIZLER

Although more than a decade old, this book is still relevant today. Since its release, millions have learned how to hold effective conversations and have improved their lives and careers by following these principles.



12. How the Way We Talk Can Change the Way We Work

BY ROBERT KEGAN AND LISA LASKOW LAHEY

Whoever said “talk is cheap” must not have read this little gem. Psychologists Robert Kegan and Lisa Lahey share seven languages that can transform and solve the puzzling gap between what we intend and what we are able to accomplish.



13. How to Win Friends and Influence People

BY DALE CARNEGIE

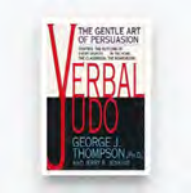
Written more than eighty years ago, this book is still relevant today and an absolute must-read for any small-business owner or leader. The title says it all.



14. Speak Like Churchill, Stand Like Lincoln

BY JAMES C. HUMES

Author and historian James C. Humes wrote speeches for five American presidents. He explains how great leaders through the ages used simple yet incredibly effective tricks to speak, persuade, and win throngs of fans and followers.



15. Verbal Judo

BY GEORGE J. THOMPSON

Want to be better prepared for every verbal encounter? This book will get you there. *Verbal Judo* offers a creative look at conflict that will help you defuse confrontations and generate cooperation from your spouse, your boss, and even your teenager.

"If you want to create a company that is fun to work for, where productivity and creativity are high, and that you are actually glad to lead, you must create a culture of communication."

DAVE RAMSEY

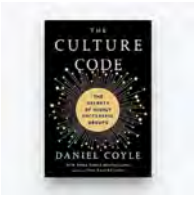
Company Culture



16. The Advantage

BY PATRICK LENCIONI Podcast Episode 222

One of our favorite authors, Patrick Lencioni reveals the four actionable steps companies need to achieve long-term, sustainable success.



17. The Culture Code

BY DANIEL COYLE

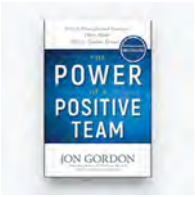
Want to know what *not* to do when it comes creating your company culture? Daniel Coyle shows you how to avoid the biggest failures and common pitfalls, and offers a road map for creating an environment where innovation flourishes and problems get solved.



18. The Power of Moments

BY CHIP AND DAN HEATH Podcast Episode 259

The *New York Times* bestselling authors of *Switch* and *Made to Stick* explore why certain brief experiences can jolt, elevate, and change us—and how we can learn to create such extraordinary moments in our life and work.



19. The Power of a Positive Team

BY JON GORDON Podcast Episode 219

One of our favorite podcast guests and author of *The Energy Bus and The Power of Positive Leadership* tackles the subject of teams and how to help them become more positive, united, and connected.



20. Powerful

BY PATTY MCCORD Podcast Episode 246

A former chief talent officer at Netflix, Patty McCord knows a bit about culture. In her new book, she shares what she learned during in years in Silicon Valley.

"If you want to be part of a group that bonds like cement, take on a really demanding task that's deeply meaningful. All of you will remember it for the rest of your lives."

CHIP HEATH

Creativity



21. The Accidental Creative

BY TODD HENRY Podcast Episode 243

In today's marketplace, all of us have to be ready to generate brilliant ideas on demand. Business creativity expert Todd Henry explains how to establish effective practices that unleash your creative potential.



22. Orbiting the Giant Hairball

BY GORDON MACKENZIE

Our winner for the most creative title, Gordon MacKenzie's book is darn good too—quickly becoming a business cult classic. He shares his story and lessons on awakening and fostering creative genius.



23. Steal Like an Artist

BY AUSTIN KLEON Podcast Episode 99

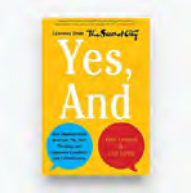
Another favorite of the Ramsey Solutions' team, *Steal Like an Artist* is filled with new truths about creativity: Nothing is original so embrace influence, collect ideas, and remix and reimagine to discover your own path.



24. The War of Art

BY STEVEN PRESSFIELD

Steven Pressfield delivers a guide to inspire and support those who struggle to express their creativity. Pressfield believes that "resistance" is the greatest enemy, and he offers many unique and helpful ways to overcome it.



25. Yes, And

BY KELLY LEONARD Podcast Episode 168

Required reading for Ramsey Solutions' creative team, *Yes, And* takes a unique look at Second City's improvisational process and how you can apply it to your own creativity.

"Professional success often rests on the same pillars that form the foundationof great comedy improv: Creativity, Communication, and Collaboration."

KELLY LEONARD

Customer Service



26. The Amazement Revolution

BY SHEP HYKEN

Shep Hyken delivers seven powerful strategies that any organization can implement to create greater customer and employee loyalty.



27. Delivering Happiness

BY TONY HSIEH

Tony Hsieh, CEO of Zappos.com, shares the lessons he learned in business and life and how focusing on the happiness of those around you just might be the ultimate key to success.



28. Hug Your Haters

BY JAY BAER Podcast Episode 81

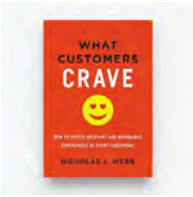
Hug Your Haters is a fascinating read based on extensive research on where and why we complain. Customer service isn't what is used to be, and Jay Baer shows you how to be the best at it in today's new world.



29. The $6,000 Egg

BY TODD DUNCAN Podcast Episode 132

How can you successfully run a business in today's ever-changing marketplace? Todd Duncan explains why it's all about creating emotional connections with your customers.



30. What Customers Crave

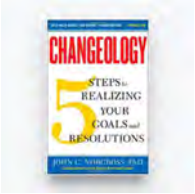
BY NICHOLAS J. WEBB

What Customers Crave examines how the hyper-connected economy is radically changing consumer expectations and reveals what companies need to do to stay on top.

DID YOU KNOW?

89% of consumers have stopped doing business with a company after experiencing poor customer service. RightNow Customer Experience Impact Report

Goals & Productivity



31. Changeology

BY JOHN C. NORCROSS, PHD

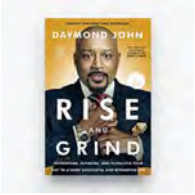
Whether you want to quit overeating or drinking or end depression, debt, or relationship distress, Dr. Norcross gives you the tools you need to change within ninety days. *Changeology* will help you achieve a life filled with greater health and happiness.



32. The 5-Second Rule

BY MEL ROBBINS Podcast Episode 208

In just five seconds, you can become your greatest self, says Mel Robbins. And we agree! The secret, she says, isn't just knowing what to do. It's knowing how to make yourself do it.



33. Rise and Grind

BY DAYMOND JOHN Podcast Episode 262

This bestselling author and "shark" on ABC's hit show *Shark Tank* shares his advice for outperforming and outhustling everyone else—even when unexpected obstacles like cancer get in the way.



34. Smarter Faster Better

BY CHARLES DUHIGG Podcast Episode 166

A fascinating new book that explores the science of productivity, and why managing how you think—rather than what you think—can transform your life.



35. What Got You Here Won't Get You Here

BY MARSHALL GOLDSMITH Podcast Episode 241

Want to learn what's holding you back from achieving amazing success? Executive Coach Marshall Goldsmith explains the small changes that make a difference.

"If you could kick the person responsible for most of your troubles, you would not be able to sit down for six months."

DAYMOND JOHN

Hiring & Firing



36. Build an A-Team

BY WHITNEY JOHNSON Podcast Episode 274

Want to become a boss people love? This book will get you started. Whitney Johnson shares the secret to having an engaged and productive team by creating a plan for developing all employees—no matter where they are on their personal learning curve.



37. Fire Someone Today

BY BOB PRITCHETT

In *Fire Someone Today*, you'll read what Bob Pritchett has discovered through his years of experience as an entrepreneur and small-business owner. It's a book about what to do, what not to do, and why.



38. How to Hire A-Players

BY ERIC HERRENKOHL

Is it possible to find amazing people for your team, even if you don't have a recruiting department? Absolutely, says Eric Herrenkohl, who shows you how to attract top talent.



39. The Ideal Team Player

BY PATRICK LENCIONI Podcast Episode 222

Yet another book from our friend Patrick Lencioni tops the list. And it, too, has practically become a handbook for our company. In it, Lencioni reveals the three indispensable virtues of an ideal team player: hungry, humble, and smart.



40. Who

BY GEOFF SMART AND RANDY STREET

Geoff Smart and Randy Street share a four-step method for hiring with confidence and avoiding the most common pitfalls, plus advice and stories from more than twenty billionaires and sixty CEOs.

"Many people will try to get a job even if they don't fit the company's stated values, but very few will do so if they know that they're going to be held accountable, day in and day out, for behavior that violates the values."

PATRICK LENCIONI

Inspirational



41. Believe It

BY NICK FOLES

With a torn ACL in week 14 of the 2017 season, Philadelphia Eagles' quarterback Nick Foles was done for—or so everyone thought. Here's his inspiring story of beating the odds and winning the Super Bowl.



42. Double Play

BY BEN AND JULIANNA ZOBRIST Podcast Episode 141

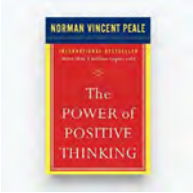
A look into the heart of an athlete whose talent and devotion to God, family, and baseball make him one of the most loveable figures in the Major League today.



43. Living with a SEAL

BY JESSE ITZLER Podcast Episode 142

What happens if you feel yourself drifting on autopilot? Entrepreneur Jesse Itzler hired a Navy Seal to fire him up. Through the process, he gained much more than muscle in this inspiring true-life story.



44. The Power of Positive Thinking

BY NORMAN VINCENT PEALE

An international bestseller with over five million copies in print, *The Power of Positive Thinking* has helped men and women around the world to achieve fulfillment in their lives through Dr. Peale's powerful message of faith and inspiration.



45. Unbroken

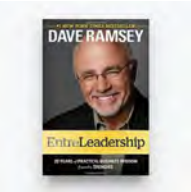
BY LAURA HILLENBRAND

Calling *Unbroken* inspirational is like saying the Grand Canyon is big. There are no words good enough to describe this incredible tale of redemption, survival and forgiveness.

RECOMMENDED

Marketing expert **Seth Godin**, one of our favorite authors, is a huge fan of audiobooks. He told author Tim Ferriss on Ferriss' podcast that one of his favorites is *The Art of Possibility* by Rosamund Stone Zander and Benjamin Zander. He loves it so much, he says he listens to it at least once a month. If you need some inspiration and practical life hacks, this is the book for you.

Leadership



46. EntreLeadership

BY DAVE RAMSEY

Yep, it feels weird listing our own book. But we just have to say it: *EntreLeadership* rocks. It features the principles Dave used to grow his business from a card table in his living room into a national brand.



47. First, Break All the Rules

BY MARCUS BUCKINGHAM, GALLUP ORGANIZATION Podcast Episode 167

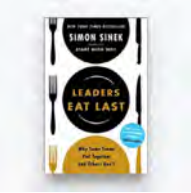
What separate great leaders from all the rest? Marcus Buckingham and his cohorts at Gallup share the remarkable findings of their study of more than 80,000 managers, revealing what the best do differently than all the rest.



48. It's Your Ship

BY CAPT. MICHAEL ABRASHOFF Podcast Episode 176

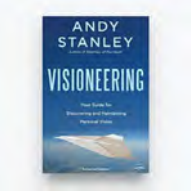
If you feel like you're floundering in choppy waters or just need to learn how to get more out of your team, check out this book by a former Naval Captain who turned his ship around.



49. Leaders Eat Last

BY SIMON SINEK Podcast Episode 158

The author of *Start With Why* hits another home run. *Leaders Eat Last* is filled with stories of leaders who got it right, creating deeply loyal teams that win.



50. Visioneering

BY ANDY STANLEY

Another classic, *Visioneering* is practically a handbook at Ramsey Solutions. Andy Stanley helps you discover your purpose in life and business, including exercises and ideas for visionary decision-making, personal growth, and leadership.

"Leadership is not a license to do less;
it is a responsibility to do more."

SIMON SINEK

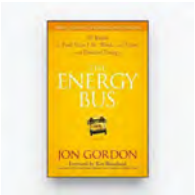
Leadership Development



51. Big Potential

BY SHAWN ACHOR Podcast Episode 271

Positive psychology expert and former Harvard professor Shawn Achor strikes gold again, focusing this time on how we can make the most of our potential and how transforming the pursuit of success raises our achievement, happiness, and well-being.



52. The Energy Bus

BY JON GORDON Podcast Episode 219

Go on an enlightening and inspiring ride with Jon Gordon and learn how to fuel your life, work, and team with positive energy while on the road.



53. How to Lead When You're Not in Charge

BY CLAY SCROGGINS Podcast Episode 240

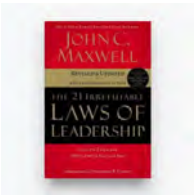
This book should be required reading for everyone on your team, including you. Clay Scroggins examines how you can have great influence—even when you answer to someone else.



54. Permission to Screw Up

BY KRISTEN HADEED Podcast Episode 238

Permission to Screw Up is the inspiring, unlikely, laugh-out-loud story of how one woman learned to lead and ultimately succeeded—not despite her many mistakes, but because of them.



55. The 21 Irrefutable Laws of Leadership

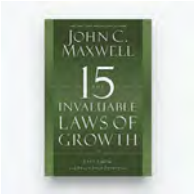
BY JOHN C. MAXWELL Podcast Episode 92

If you are a parent, an employee, an employer, a brother, a sister, or are otherwise breathing in and out, chances are that you have influence. In that case, you should read this book.

"Influence always outpaces authority."

CLAY SCROGGINS

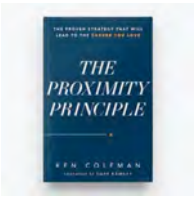
Personal Development



56. The 15 Invaluable Laws of Growth

BY JOHN C. MAXWELL Podcast Episode 92

Another classic by leadership expert and our friend John C. Maxwell, who shares the tried and true principles that are certain to help a person grow and reach their potential.



57. The Proximity Principle

BY KEN COLEMAN Podcast Episode 322

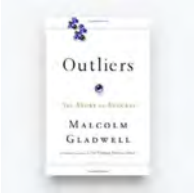
If you're in search of more than a nine-to-five J-O-B, *The Proximity Principle* by our very own Ken Coleman will guide you toward the people and places you need to be closer to in order to land a job you love.



58. The One Thing Podcast Episode 56

BY GARY KELLER AND JAY PAPASAN

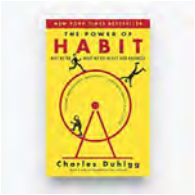
Voted one of the Top 100 Business Books of All Time on Goodreads, *The One Thing* explains a simple, powerful concept to focus on what matters most in your personal and work life, so you can achieve extraordinary results.



59. Outliers

BY MALCOLM GLADWELL

Bill Gates loves it. Dave Ramsey is a huge fan, and so is actor Will Smith. *Outliers* explains the world of "outliers"—the best and the brightest, the most famous and the most successful—and what makes them so different.



60. The Power of Habit

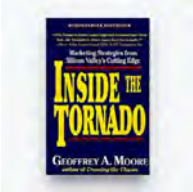
BY CHARLES DUHIGG

In *The Power of Habit*, award-winning business reporter Charles Duhigg takes you to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed.

"Most people who decide to grow personally find their first mentors in the pages of books."

JOHN C. MAXWELL

Market Disruption & Innovation



61. Inside the Tornado

BY GEOFFREY A. MOORE

One of the late Steve Jobs' favorite books is rumored to have inspired Apple's product release cycle, according to Inc. magazine. *Inside the Tornado* focuses on marketing strategies from Silicon Valley's cutting edge.



62. Blue Ocean Shift

BY W. CHAN KIM AND RENÉE MAUBORGNE Podcast Episode 231

Drawing on more than a decade of new work, Kim and Mauborgne show you how to move beyond competing, inspire confidence, and seize new growth, guiding you step by step along the way.



63. Driving Digital

BY ISAAC SACOLICK

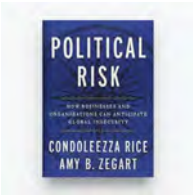
Staying competitive in today's market demands a complete digital transformation. Here's the action plan you need to take you there.



64. Moments of Impact

BY CHRIS ERTEL, LISA KAY SOLOMON Podcast Episode 171

Want to design strategic conversations that accelerate changes? Then this is the book for you. Ertel and Solomon combine decades of experience, research, and interviews with 100 thought leaders that all add up to incredible advice to get started.



65. Political Risk

BY CONDOLEEZA RICE, AMY B. ZEGART

The probability that a political action could significantly impact a company's business is affecting more businesses in more ways than ever before. *Political Risk* offers a first-of-its-kind framework that can be deployed in any organization to minimize the risk.

"Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."

WILLIAM POLLARD

Marketing



66. This Is Marketing

BY SETH GODIN Podcast Episode 210

Literally everything Seth Godin writes is marketing gold. Some of his classics are *Tribes, Linchpin*, and *Poke the Box*. His newest, *This Is Marketing*, releases in November, so be sure to mark your calendar.



67. Building a Storybrand

BY DONALD MILLER Podcast Episode 228

If you want to become a marketing master, don't skip this book. Donald Miller uses the seven universal elements of powerful stories to teach listeners how to dramatically improve how they connect with customers and grow their businesses.



68. Invisible Selling Machine

BY RYAN DEISS Podcast Episode 250

What if you could automate your entire sales and marketing processes? The CEO of DigitalMarketer.com walks you through the steps. If you want to grow your business, this book is for you.



69. Jab, Jab, Jab, Right Hook

BY GARY VAYNERCHUK Podcast Episode 144

If you want to get into social media or improve what you already have, Gary Vaynerchuk is your guy. He shows you the right way for each platform. A knockout!



70. Pre-Suasion

BY ROBERT CIALDINI Podcast Episode 217

Social Psychologist Dr. Robert Cialdini is an expert in the science of influence. And in his latest book, you're definitely going to want to say yes to reading it.

"The first mistake brands make is they fail to focus on the aspects of their offer that will help people survive and thrive."

DONALD MILLER

Money



71. Love Your Life, Not Theirs

BY RACHEL CRUZE

Find freedom in your finances using Rachel's seven healthy money habits and start living the life you want today! It's a fresh new perspective for a new generation on managing money.



72. Profit First

BY MIKE MICHALOWICZ Podcast Episode 197

The author of cult classics *The Pumpkin Plan* and *The Toilet Paper Entrepreneur*, Mike Michalowicz offers a simple, counterintuitive cash management solution that will help small businesses break out of the doom spiral and achieve instant profitability.



73. Retire Inspired

BY CHRIS HOGAN

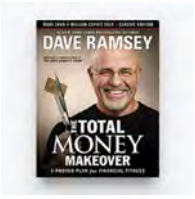
Our own Chris Hogan teaches that retirement isn't an age; it's a financial number—an amount you need to live the life in retirement that you always dreamed of.



74. Thou Shall Prosper

BY RABBI DANIEL LAPIN Podcast Episode 90

In one of Dave's all-time favorite money books, Rabbi Lapin gives you a healthy view of money and business. This book is required reading for Dave's leadership team.



75. The Total Money Makeover

BY DAVE RAMSEY

Dave's iconic best seller gives you seven organized, easy-to-follow steps that will lead you out of debt and into a total money makeover.

COMING SOON

Our own Chris Hogan, author of *Retired Inspired* and EntreLeadership speaker, will soon release his next book: *Everyday Millionaires: How Ordinary People Built Extraordinary Wealth—and How You Can Too*. Chris and the Ramsey research team surveyed over 10,000 US millionaires and will share with you how these high-net-worth people reached their financial statuses. And the formula might surprise you! Coming this fall. Join the waitlist.

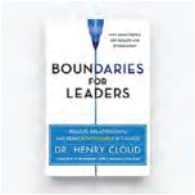
Relationships



76. The Art of People

BY DAVE KERPEN

A book best described as *How to Win Friends and Influence People* for today's world, *The Art of People* shows how to charm and win over anyone to be more successful at work and outside of it.



77. Boundaries for Leaders

BY DR. HENRY CLOUD Podcast Episode 91

If one is good, then two are even better! Clinical psychologist Dr. Henry Cloud explains why the best leaders set boundaries with their teams and with themselves to improve performance and increase satisfaction.



78. Captivate

BY VANESSA VAN EDWARDS

Vanessa Van Edwards studies the hidden forces that drive our behavior patterns in her lab—and she's cracked the code. She shares a wealth of valuable shortcuts, systems, and behavior hacks for taking charge of interactions at work, at home, and in any social situation.



79. Daring Greatly

BY BRENÉ BROWN

Researcher Brené Brown proves that being vulnerable just might be the secret to happiness and success.



80. Give and Take

BY ADAM GRANT

Here's a groundbreaking look at why our interactions with others hold the key to success from Adam Grant, an award-winning researcher and Wharton's highest-rated professor.

"Leadership is not dog training. It is the creation of the kinds of conditions in which people can bring their brains, gifts, hearts, talents, and energy to the realization of a vision."

DR. HENRY CLOUD

Sales



81. Ask

BY RYAN LEVESQUE Podcast Episode 233

The CEO of The ASK Method Company and an expert online marketer, Ryan Levesque shows you how to find out what people really want to buy—and it's not what you think.



82. Fanatical Prospecting

BY JEB BLOUNT

Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development: prospecting.



83. The Lost Art of Closing

BY ANTHONY IANNARINO Podcast Episode 220

In *The Lost Art of Closing*, Anthony Iannarino proves that the final commitment can actually be one of the easiest parts of the sales process—if you've set it up properly with other commitments that have to happen long before the close.



84. To Sell Is Human

BY DANIEL H. PINK Podcast Episode 261

Daniel Pink offers a fresh look at the art and science of selling and reveals the new ABCs of moving others.



85. You Don't Have to Be a Shark

BY ROBERT HERJAVEC Podcast Episode 190

In *You Don't Have to Be a Shark*, Robert Herjavec transcends pure sales technique and teaches "non-business people" what they need to know in order to sell themselves successfully.

"Most companies have the good sense to not put a glass ceiling on a huge revenue generator like a great salesperson."

DAVE RAMSEY

Strategy



86. Competing Against Time

BY GEORGE STALK, JR.

Apple's CEO Tim Cook's all-time favorite book is *Competing Against Time*. He reportedly likes it so much, he gives out copies to colleagues and new employees. The author details how companies that put time-based strategies in place are beating all the competition.



87. The Everything Store

BY BRAD STONE

Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, and his book is the first in-depth, fly-on-the-wall account of life at Amazon and its visionary founder.



88. If You're in a Dogfight, Become a Cat!

BY LEONARD SHERMAN

Another contender for the best title of the year, Leonard Sherman's book shows you how to break away from the pack, compete on your own terms and how to become a cat in a dogfight.



89. Scaling Up

BY VERNE HARNISH Podcast Episode 128

What are the four major areas every company must get right in order to grow? Verne Harnish delves into each and shows you how to build your business while enjoying the ride.



90. Who Moved My Cheese?

BY SPENCER JOHNSON, M.D.

This simple parable, filled with insights designed to help readers prevail in changing times, packs more punch than a piece of Limburger sitting out all night.

"The best way to predict the future is to create it"

PETER DRUKER

Unity & Trust



91. Building Trust

BY HYLER BRACEY, PH.D.

Bracey shares his practical steps to improve trust, along with what you may be doing that's not helpful and why. He also explains what you may have believed about trust-building that won't really produce trust in the long haul.



92. The Five Dysfunctions of a Team

BY PATRICK LENCIONI Podcast Episode 89

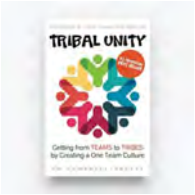
Throughout this list, you'll see this author's name pop up again and again. Why? Because he's that good. Using fables, Patrick Lencioni simply breaks downs the five dysfunctions and outlines a powerful model and actionable steps that can be used to overcome them.



93. Speed of Trust

BY STEPHEN M. R. COVEY Podcast Episode 68

What is the key ingredient to leading well in this new economy? Covey says it's all about trust, and we agree. So trust us on this one: Read this book. It's well worth your time.



94. Tribal Unity

BY EM CAMPBELL-PRETTY

Based on the true story of how one inspiring leader transformed a highly toxic organizational culture into an internationally recognized case study of success, *Tribal Unity* shares proven patterns that are revolutionizing the way teams of teams connect and perform.



95. The Trust Edge

BY DAVID HORSAGER

Based on research but made practical for today's leader, *The Trust Edge* shows that trust is quantifiable and brings dramatic results to businesses and leaders using Horsager's eight pillars of trust.

"You can't have unity without a common goal, a common mission and a common vision, all flowing from a common dream."

DAVE RAMSEY

Top Business Audiobooks

You never want to read and drive, but listening and driving is perfectly legal and a great way to learn too. Here are Audible's top-selling business audiobooks.



96. Crushing It

BY GARY VAYNERCHUK Podcast Episode 144

Gary Vaynerchuk dissects every current major social media platform so that anyone, from a plumber to a professional ice skater, will know exactly how to amplify his or her personal brand on each.



97. Great at Work

BY MORTEN T. HANSEN

Why do some people perform better at work than others? After a unique, five-year study of more than 5,000 managers and employees, Hansen reveals the answers in his "Seven Work Smarter Practices" that can be applied by anyone looking to maximize their time and performance.



98. Principles

BY RAY DALIO

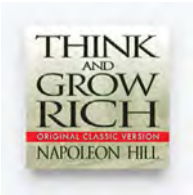
One of the world's most successful investors and entrepreneurs, Ray Dalio shares the unconventional principles that he's developed, refined, and used over the past forty years to create unique results in both life and business.



99. The 7 Habits of Highly Effective People

BY STEPHEN R. COVEY

The classic of all other classics when it comes to business books, Dr. Covey's lessons on powerful personal change and how to incorporate his ideas into your life will help you fulfill your ultimate potential.



100. Think and Grow Rich

BY NAPOLEON HILL

Think and Grow Rich is the number one inspirational and motivational classic for individuals who are interested in furthering their lives and reaching their goals by learning from important figures in history.



ENTRELEADERSHIP PODCAST

Weekly interviews with today's top thought leaders that will help you grow, develop your team, and provide inspiration to boost your bottom line.